

# Development Guidelines

These guidelines are established to ensure that the character of the Landmark/ Van Dorn corridor reflects the vision and guiding principles that are the foundation of this plan as the planning area is developed and infrastructure is constructed.

The guidelines provide rules for the area's streets, buildings and open spaces. In addition, they promote establishment of identity for the area as a whole and for distinct districts within it by providing guidance on public art, elements of the streetscape, and design of building facades and infrastructure.

Graphics in these guidelines and throughout the plan are in general illustrative and not prescriptive, and where illustrations and text conflict, the text governs.



## 7.1. Blocks

### West End Town Center

West End Town Center includes Blocks A, B, C and E in the planning area. These blocks are all currently developed primarily with retail uses at varying intensities of development. The Land Use Plan, Chapter 4, identifies the land use strategies for the Town Center and outlines the development requirements for each block in Table 4-4. The development programs outlined here require CDD rezoning and approval of a development special use permit.

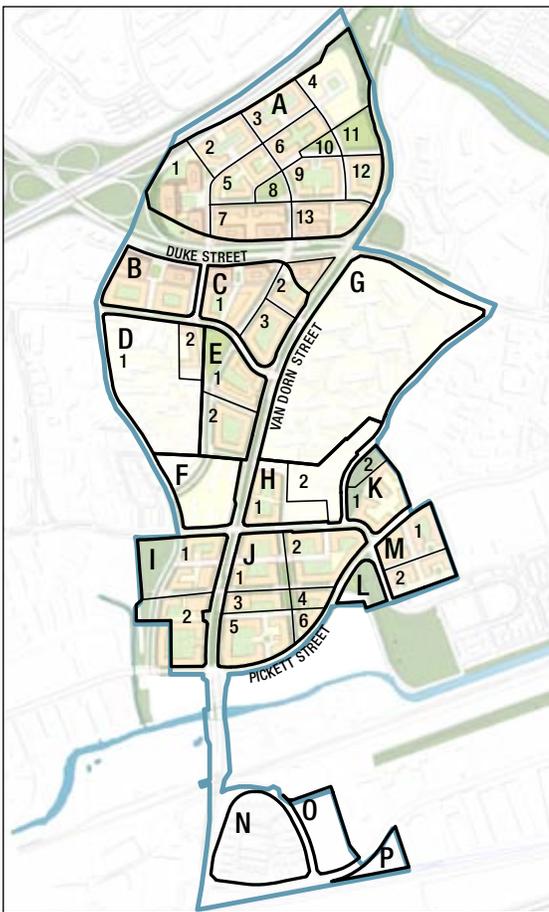


Figure 7-1. Major development blocks and sub-blocks are shown.

### Block A. Landmark Mall

Landmark Mall at 51.5 acres is the largest development block in the planning area. Because of its size, it can create its own unique environment that can give it a regional market.

The plan for the West End Town Center requires that the sites be configured in an urban pattern of blocks. The plan recommends a minimum of 13 blocks, though the final block configuration will be determined through the development process.

Overall, the development program for the Mall site consists of a minimum of 2.5 million square feet of office use, a minimum of 800,000 square feet of retail use, a major hotel, a minimum of 1,000-1,200 dwelling units and 3.5 acres of open space. The actual development program within these guidelines will be determined through the development review process. A minimum of 5,000,000 square feet of development is required, with a maximum of 5,606,000 square feet potentially permitted.

I-395 blocks. (Blocks A1 - A4) The west end of the mall site (Blocks A1, A2 and A3) is designated for office as the primary use. Most of the minimum of 2.5 million square feet of office development required on the site is expected to be developed within these three blocks. These blocks also provide for the tallest buildings on the site, with a maximum height of 250 feet, appropriate for a concentration of office uses. These blocks would be expected to have the highest concentration of floor area on the site, with a net floor area ratio of 3.5 to 5.0 or more, substantially greater than the 2.5 average gross FAR for the site. Block A4 is proposed for residential use because of its greater distance from I-395, from the core of the mixed-use center at the Landmark Mall site, and from the proposed dedicated transit corridors. Retail uses on the ground floor and hotel use may be incorporated in the development program on any of these blocks.

The market study conducted for the plan identified the Landmark Mall site as one of the few locations in the planning area that has the combination of access and visibility that can make it an attractive location for Class A office development. With the amenities of a new mixed-use retail and residential center on the site, this location could be inviting to office developers looking for sites inside the Beltway in the I-395 corridor. Therefore the development plan for this site must provide sites for and commit to construction of substantial office space. If the market does not support office development in the short term, these sites should be reserved for office use in the long term. Ground-floor retail frontage is required for those buildings sited along the main shopping street in Block A1.

Because the I-395 face of the site is proposed primarily for service access and potentially for access from I-395 ramps directly into the site, pedestrian movement to and along I-395 in this area is primarily utilitarian. The area between the street on the south side of these blocks and I-395 is not proposed for a high level of pedestrian improvements, though this street itself is an important pedestrian street to provide access to uses along it and to provide transit access to these blocks. These uses may also have substantial retail use as part of the regional retail center.

There is potential in the long term for pedestrian access across I-395 or to an in-line transit station for HOV lanes in the center of the expressway, so preserving one quality pedestrian access point through this group of blocks at a logical point to connect across I-395 is required. It is important that the development plan not present an uninterrupted wall of office buildings and parking along I-395. The face presented to I-395 should make obvious the presence of a lively, active center full of people and inviting things to see and do, and any above-grade parking must be screened in a manner and with materials consistent with the remainder of the building.

**Duke Street Blocks.** (Blocks A7 and A13) These blocks are along the south side of the main retail shopping

street for the Landmark Mall site. Office use is also appropriate along the south side of the site, where visibility from Duke Street, the convenient access to transit and the objective of framing this street as a City gateway all make office use an appropriate part of the mix. Heights of up to 150 feet provide the potential for substantial office space. Where Duke Street meets New High Street, this important gateway to the site and regional transit connection demands a special focus, with active uses and unique attractions that are visible to those traveling on New High Street and Duke Street. This intersection should be a site of both daytime and nighttime activity. Special sculpturing of building faces and active frontages are required.

**Main Shopping Street Blocks.** (Blocks A5, A7, A8, A9, A12 and A13) In the interior of the mall site, focusing on New High Street and the town center Main Street, retail uses and a variety of attractions are required. The core of the mall site closest to Duke Street and extending most of the length of the main shopping street forms the core of the regional retail center, attracting shoppers from throughout the region to a unique environment with unique stores, restaurants and entertainment.

A beautiful tree-lined street with broad sidewalks and seating connecting green spaces and other attractions forms a central promenade.

It is anticipated that anchors will be located on either end of the main shopping street. Nearly continuous retail frontage on both sides of the street along its length is required to encourage pedestrians to circulate the full length of the street. The anchors for this street could include department stores, an entertainment complex with movie and live theaters and restaurants, a cluster of unique shops, an active outdoor space or other attraction that would draw a large percentage of regular visitors throughout the year.

Landmark Plaza, an active urban open space, is proposed in block A8 at the intersection of Main Street and New High Street. This intersection is expected to have

substantial transit activity where local and regional transit connects, and will be the connection into the site for many transit users. An alternate location for Landmark Plaza in Block A5 would put this open space at the intersection of the principal interior east-west retail streets, would provide greater retail continuity in the core of the site at New High Street, and could provide a larger open space.

Lower buildings with residential uses and some office uses above retail are proposed within the center of the mall site to preserve the retail focus and to maximize light and air on important shopping streets. A green connection with tree-lined streets and active and passive open spaces connects the retail center to Van Dorn Street and the regional green corridor of Holmes Run. New High Street and Main Street are proposed for dedicated transit lanes as part of the Van Dorn Street dedicated transit corridor.

**New High Street Blocks.** (Blocks A7, A-8, A-9 and A-13) The block faces along New High Street from the Duke Street transit center to and along Landmark Plaza are required retail frontages that will create a strong pedestrian connection to and across Duke Street to link the Landmark Mall portion of the Town Center to office, residential and retail uses to the south. New High Street requires continuous retail frontage from Landmark Plaza to Stevenson Avenue to reinforce this connection. Except when crossing the bridge over Duke Street, continuous retail frontage with a variety of openings and activities is required along these blocks to create an attractive walking environment.

**Terrace Garden** (Blocks A10-11) Approximately 2.5-acre open space provided along the Van Dorn Street frontage of the site. The park will provide passive recreational opportunities and link to Holmes Run. To the greatest extent possible, the park should be designed with the natural slope and terrain, and to take advantage of the topography and views, an overlook towards Holmes Run should be incorporated in the design of the park. Public art is strongly encouraged.

**Northeast Quadrant Blocks.** The portion of the Landmark Mall site to the north and east are less well connected to regional transportation and are less the focus of high levels of activity and attractions. This area includes the green spaces linking to Van Dorn Street, which create an attractive location for residential uses. These areas are appropriate for either residential or office uses above retail, and in the areas most distant from the center and with the least connections to the exterior circulation system, may be appropriate for residential or office use at the ground floor. Sites in this area along the periphery at I-395 and Van Dorn Street, where terrain prevents connections to outside the site, may be appropriate for above-grade parking structures. This area may also be appropriate for regional attractions such as specialized museums or entertainment uses that could draw visitors from throughout the region who might not visit the area for shopping, but do not depend on being in the center of the shopping district. Civic uses such as a community or recreation center could also locate in these areas of the site.

**Transit Center.** The Landmark Mall site is an important transit transfer center that will take on an increased role with implementation of transit in the City's Duke Street and Van Dorn Street dedicated transit corridors. The transit center currently serves DASH, Fairfax Connector and Metro buses. Facilities for the convenience and comfort of transit riders, routing to minimize transit travel times, and location for convenient transfers are required. Landmark Mall is a timed point for a number of lines and is expected to be a terminus for some lines in the future. Stops for interline transfers, transfers to and from the dedicated transit corridors, and layover locations for local and regional transit services are also needed.

### **Block B. Choi Property.**

At 250 feet above sea level and 20 to 25 feet above Duke Street, Block B has the highest elevations in the planning area, more than 20 feet higher than the highest elevations on the Landmark Mall site and Block C to the east.

The site's high elevation makes it visible for a long distance along I-395, providing it the high visibility needed for Class A office development. Because of this potential, a minimum of 500,000 square feet of the floor area of this site must be reserved for office development. Up to 300,000 square feet of residential development is permitted. 10,000 square feet of retail use is required to ensure that office employees and residents have convenience retail and service uses such as a deli, coffee shop and convenience market immediately available.

Terrain and the street network make this site more difficult to connect to the rest of the Town Center than Block C. Pedestrian connections along Stevenson Avenue and the walkways along New High Street Park are the ways this block is connected into the pedestrian network. It is expected that the developer will contribute to an open space fund to create the new park.

With 8.21 acres of land, this site supports 895,000 square feet of development at 2.5 FAR. A minimum of 2.0 FAR, or 715,700 square feet, is required.

### **Block C. Saul Centers/Passport Property.**

This block is the current site of BJ's Wholesale Club and the Passport Chrysler dealership. With an area of approximately 12.5 acres, this block has a potential for up to 1,356,000 square feet of development. Additional development could be permitted if the City determines that all or part of the area of the existing ramps from Duke Street to Van Dorn Street is no longer needed for the street network or other public use. Up to approximately 1.7 acres depending on the configuration of Duke Street and whether access to Van Dorn Street is provided could be sold or exchanged and become part of the development area. In adding this area to the Town Center, floor area permitted should be established to maintain approximately 30% residential and 70% nonresidential uses within the Town Center.

Block C is a pivotal one in the concept for the West End Town Center and its link to the rest of the Landmark/Van Dorn Corridor and surrounding residential areas.

The plan shows New High Street extending south from Landmark Mall through this block, creating a new retail street that requires continuous retail frontage from Duke Street to Stevenson Avenue. A minimum of 125,000 square feet of retail development is required on this block, focused on providing this continuous retail connection. Substantially more retail development is possible and encouraged. Upper levels along Duke Street are most appropriate for office use, with taller buildings to frame Duke Street and reinforce the importance of the overcrossing of New High Street over Duke Street.

The Van Dorn Street frontage needs to provide an attractive front with articulated building surfaces and landscaping for a pleasant walking environment, and a comfortable pedestrian environment along Van Dorn Street. Either residential or office frontage on Van Dorn Street is appropriate, with a maximum of 445,000 square feet of residential use, or about 400 to 450 dwelling units, permitted.

New High Street through this block is proposed to be the route of the Van Dorn Street dedicated transit corridor outlined in the Transportation Master Plan. Adequate provision for transit lanes, transit stops and shelters, and local transfers is needed.

### **Block D. Whiting Street properties**

The Plan does not call for the redevelopment of this block. A portion of up to 1.5 acres of the Northern Virginia Juvenile Detention Home property and adjacent property in Block D may be developed as part of the development of Block E. Development of east-west public pedestrian walkways through this parcel would improve pedestrian access to the Van Dorn Street corridor.

### **Block E. Van Dorn Plaza.**

Van Dorn Plaza is now a neighborhood retail center with its primary market area in the City east and south of I-395 and west and south of Holmes Run.

In the Framework Plan, this block anchors the south end of the retail portion of New High Street that begins within

the current Landmark Mall site. The recommended 100,000 square feet of ground-floor retail development continues the strong neighborhood retail role of this center. Additional ground-floor retail use would be appropriate within this block. Either office or residential development is appropriate above retail uses.

The framework plan shows New High Street continuing south across Stevenson Avenue through this site to an ultimate connection with Whiting Street.

The framework plan shows an option for a park in the northwest portion of the site adjacent to Stevenson Avenue. Although the park will be generally located along Stevenson Avenue between Van Dorn Street and Walker Street, the location and configuration will be determined during the development review process for this and adjacent blocks.

### **Block F. Landmark Terrace Apartments.**

The plan does not call for the redevelopment of this parcel. The extension of New High Street through this parcel to Whiting Street is proposed. Prior to the construction of New High Street, a public pedestrian pathway through this parcel would improve pedestrian access throughout the Van Dorn Street corridor.

### **Block G. EOS-21 Condominiums and Apartments.**

The Plan does not call for the redevelopment of this block. The development of public pedestrian pathways through this block would improve pedestrian access in the Van Dorn Street corridor.

## **Pickett Place**

The Plan calls for a total of 4.8 million square feet of office, residential and retail uses for Blocks H-M that make up the Pickett Place neighborhood in the planning area. Pickett Place is proposed as a mixed-use community center providing a substantial retail center with office and residential development with open space in a pattern of walkable urban blocks.

### **Block H. Edsall North Side.**

Block H on the north side of Edsall Road between Reynolds Street and Van Dorn Street is currently occupied by restaurants, auto service businesses, convenience stores, service businesses, and residential uses. The residential uses are not expected to redevelop under the plan, and the area where CDD rezoning is provided for includes only the 5.35 acres of nonresidential parcels.

Block H has relatively steep terrain between Edsall Road and the EOS-21 apartments to the north, making continuation of the north-south street grid challenging. While the Framework Plan shows Metro Street continuing north of Edsall Road and connecting to Van Dorn street just south of the EOS-21 property, the terrain on both this block and the EOS-21 site make constructing the street as shown on the framework plan difficult. While this street should extend into the site opposite the intersection of Metro Street from the south with Edsall Road, the connection of this street with Van Dorn street is not required except as a pedestrian pathway.

It is envisioned that development on this block would include a mix of office and residential uses with some ground-floor retail use.

### **Block I. Koons Collision and Penske Block.**

This block fronts Van Dorn Street between Edsall Road and Pickett Street. On Edsall Road, adjacent properties to the west are developed with garden apartments in the South Port and Edlandria residential complexes. On Pickett Street, adjoining parcels to the west are industrial.

The Framework Plan shows the extension of Whiting Street south through this block to Pickett Street, creating a continuous new street parallel to Van Dorn Street from Pickett Street to Landmark Mall. Where the extension of Whiting Street creates a triangular parcel defined by the continuation of New High Street south of Edsall Road to Pickett Street, a new park designated as Edsall West

Park is proposed to serve nearby residents and potential new residents in the Van Dorn Street corridor. A minimum of one acre of open space is required in this block.

The Pickett Street Main Street is required to be extended through this block, with the corners on Van Dorn Street required to be developed with ground floor retail use. A total of 45,000 square feet of retail use is required to continue the neighborhood retail street. Intersection improvements are proposed to provide a strong statement of the continuity of Main Street crossing Van Dorn Street.

Office development above retail use at the intersection with Van Dorn Street is appropriate, and building heights up to 85 feet on the Van Dorn Street frontage for up to half the depth of the block from Van Dorn Street to the future extension of Whiting Street are proposed. No office development is required on this block, but the intersection of Pickett Place Main Street with Van Dorn Street would be an appropriate office location.

Because of the 20% or more of the area of this block required to provide the Edsall West Park and the extension of Whiting Street, the remaining development area is expected to be developed at relatively high intensity, with heights up to 85 feet along Van Dorn Street and lower buildings to the west.

### **Block J. Edsall/Pickett/Van Dorn Street Block.**

The block bounded by Edsall Road, Pickett Street and Van Dorn Street includes 23.25 acres of land, sufficient for just over 2.0 million square feet of development at the proposed 2.0 FAR. A minimum of 1.5 FAR, or 1.5 million square feet of development, is required. A minimum of 250,000 square feet of retail development is proposed on this block in order to create a substantial community-scale center or lifestyle center combined with retail and office uses. 250,000 square feet of office development must be provided for in the development plan. Retail development is to be focused on a new neighborhood main street that runs east-west through the parcel and crosses Van Dorn Street to continue

its main street function to intersect the extension of Whiting Street in Block I. Space for mid-box stores, a large grocery or other uses along this main street can be provided within the depth of the blocks. Some retail use could extend up to Edsall Road, which also provides a level walking path for shoppers. Either office or residential use could be developed above the ground-level retail use. Because of the slope of the site from Edsall Road down to Pickett Street, parking can be tucked into the slope in this block.

The intersection of Pickett Place Main Street and Metro Street is proposed as the location for a long park in the median of Metro Street designated Pickett Square in this plan. The park consists of approximately one-half acre in two parts and should include public art. The plan anticipates taller residential buildings of up to 120 feet along this square.

A minimum of 500,000 square feet of residential development, or 400 to 500 dwelling units, is required to create a mixed-use environment with a significant resident population. Additional residential development is expected, consistent with meeting the minimum required nonresidential development outlined.

### **Block K. Auto Dealership.**

Block K, on the north side of Pickett Street just east of its intersection with Edsall Road, has a development area of 5.09 acres with a total development potential of 443,000 square feet. Because Block K is at the periphery of the community center, continuous retail frontage is not required. A total of 12,000 square feet of convenience retail is required, and will provide on-site convenience shopping. Residential, retail, office or other commercial use is permitted for the remaining floor area. A building height of up to 65 feet is permitted, with a height of up to 85 feet on the Pickett Street frontage.

### **Block L. Pickett Plaza**

The plan for this block anticipates the expansion of Armistead Boothe Park to provide a green space at the eastern edge of Pickett Place, designated Pickett

Plaza in the plan. Public art should be included in the expanded park. Funds to acquire, design and build the park will come from developer contributions to the open space fund.

### **Block M. Gateway Holding II.**

The Gateway Holding II site is proposed for residential development with a convenience center for residents of the project and nearby residential and employment areas. The site has 7.8 acres of land and will support between 509,500 and 669,000 square feet of development. A total of 550 to 660 dwelling units would be expected with a minimum 12000 square feet of convenience retail and service uses oriented to Pickett Street or the central east-west street. Additional office and retail development is also permitted

The site is directly adjacent to the Cameron Station neighborhood, which has an alley providing access to garages along the boundary between the sites. Careful design of the development adjacent to Cameron Station will be required, including stepping down in height and providing a façade that has visual interest and articulation and some open space. Access through the block east-to-west paralleling Pickett Street is required in anticipation of future development of the Trade Center shopping center immediately to the east. If possible, access through the site from Cameron Station should be provided.

The maximum building height for this block is 85 feet along the Pickett Street frontage for a depth of up to 120 feet. The remainder of the block has a height limit of 65 feet.

## 7.2. Streets

The developers of each block will be responsible for the construction and dedication of streets required by the plan within or adjacent to each project site. The City in conjunction with developer contributions will participate in implementing the improvements for Duke Street and Van Dorn Street. Developers of parcels adjacent to Duke Street and Van Dorn Street will be required to dedicate any additional right-of-way needed for the street improvements on these streets. The added right-of-way should in general be taken equally from both sides of Van Dorn Street. Along the EOS-21 property the current centerline location is expected to be retained but the width of the sidewalk setback and possibly the added right-of-way on the east side may be reduced to minimize the height of any retaining wall required.

The street guidelines and standards outlined and streets mapped in the framework plan are conceptual. While the streets, street sections and blocks shown are intended to meet the plan's objectives for connections, appearance, support for adjacent land uses, and multimodal circulation requirements, they have not been engineered. The precise location and geometry for streets, street sections and intersections will be determined through the development review process or at the time of design of public improvements.

In general, all framework streets should be public streets in order to ensure appropriate design, construction, operation and maintenance over the life of development. Under the City's current practices, private streets must be approved by the Director of Transportation and Environmental Services.

Street names for new streets and names for new parks used in the plan are for convenient reference in the plan only. The City's standard naming process will be used to name new public streets and parks.

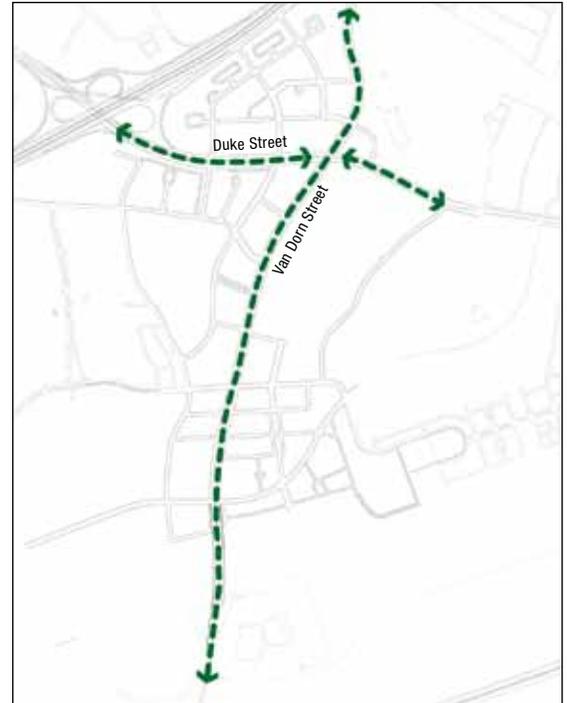


Figure 7-2. Duke Street and Van Dorn Street are designated A-1 streets.

### 7.2.1. A1 Streets

#### Van Dorn Street

This street is the major roadway that passes through the study area. Currently, it is a carrier of large traffic volumes. A substantial share of this traffic is through traffic without a destination in the planning area. The street also serves as a major address for a number of businesses along it. Duke Street and Van Dorn Street provide the primary regional connections to and through the planning area.

The street has two distinct characters – North and South of Edsall Road – largely due to the dual left turn lanes at Edsall Road from northbound Van Dorn Street. In order to reinforce Van Dorn Street's boulevard character, a minimum 15-foot median is recommended along the length of the street in the places where dual left-turn lanes reduce the median, with a wider median in other locations. Dense street tree cover along the edges of the

street is also proposed. The intent of these planting areas and street tree plantings is to perceptually limit the significant width of the street, and to provide adequate pedestrians refuge areas within the median.

While the significant changes in grade on Van Dorn Street, particularly from Edsall Road to north of Stevenson Avenue, are not conducive to successful retail frontage along the street except at select locations, the street could become a major boulevard, with prominent residential frontage, much like upper Connecticut Avenue in northwest Washington DC.

Van Dorn Street has been designated in the Transportation Master Plan as a dedicated transit corridor. The street sections in this plan have been prepared

to depict a multi-modal boulevard along Van Dorn Street with dedicated transit lanes. The sidewalks have been allocated in three distinct zones – a 6-foot zone along the curb for bikes, a 6-foot tree planting zone, and a 12-foot zone for pedestrians. Construction of the desired street section will require a phased construction strategy, since the available 100-foot right-of-way is not sufficient to provide these lanes with a boulevard median.

### Design Guidelines for Van Dorn Street

- Sidewalks – 24 feet wide, with a 6-foot bike path, a 6-foot tree planting strip and a 12-foot “walkway zone” for pedestrians. The 6-foot tree planting zone may accommodate low impact development (LID) elements. Pedestrian-scale lighting should be

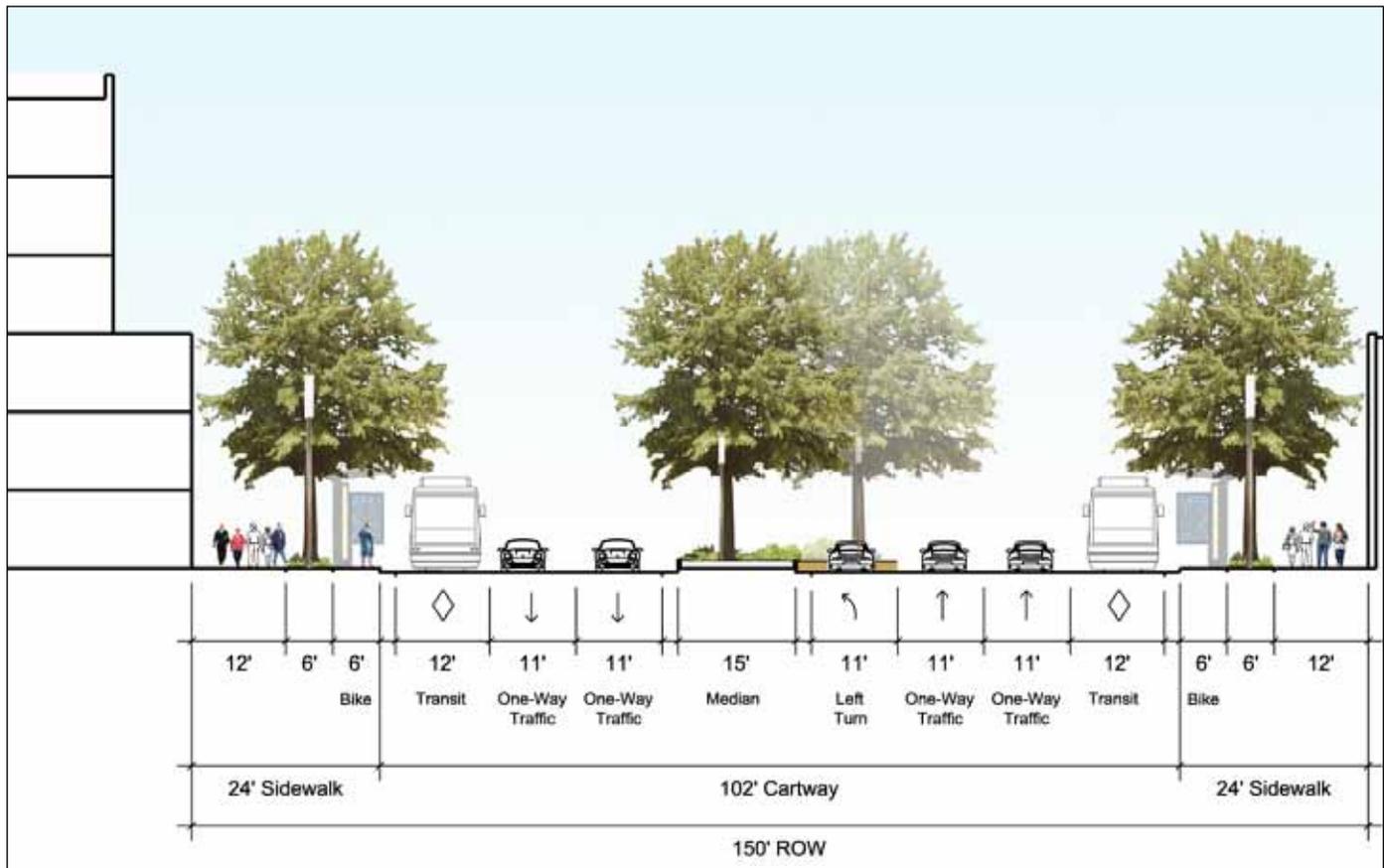


Figure 7-3. Van Dorn Street North of Edsall Road. This section shows the addition of dedicated curbside transit lanes on both sides of Van Dorn Street. A retaining wall is shown on the east side of Van Dorn Street adjacent to the EOS-21 Apartments.

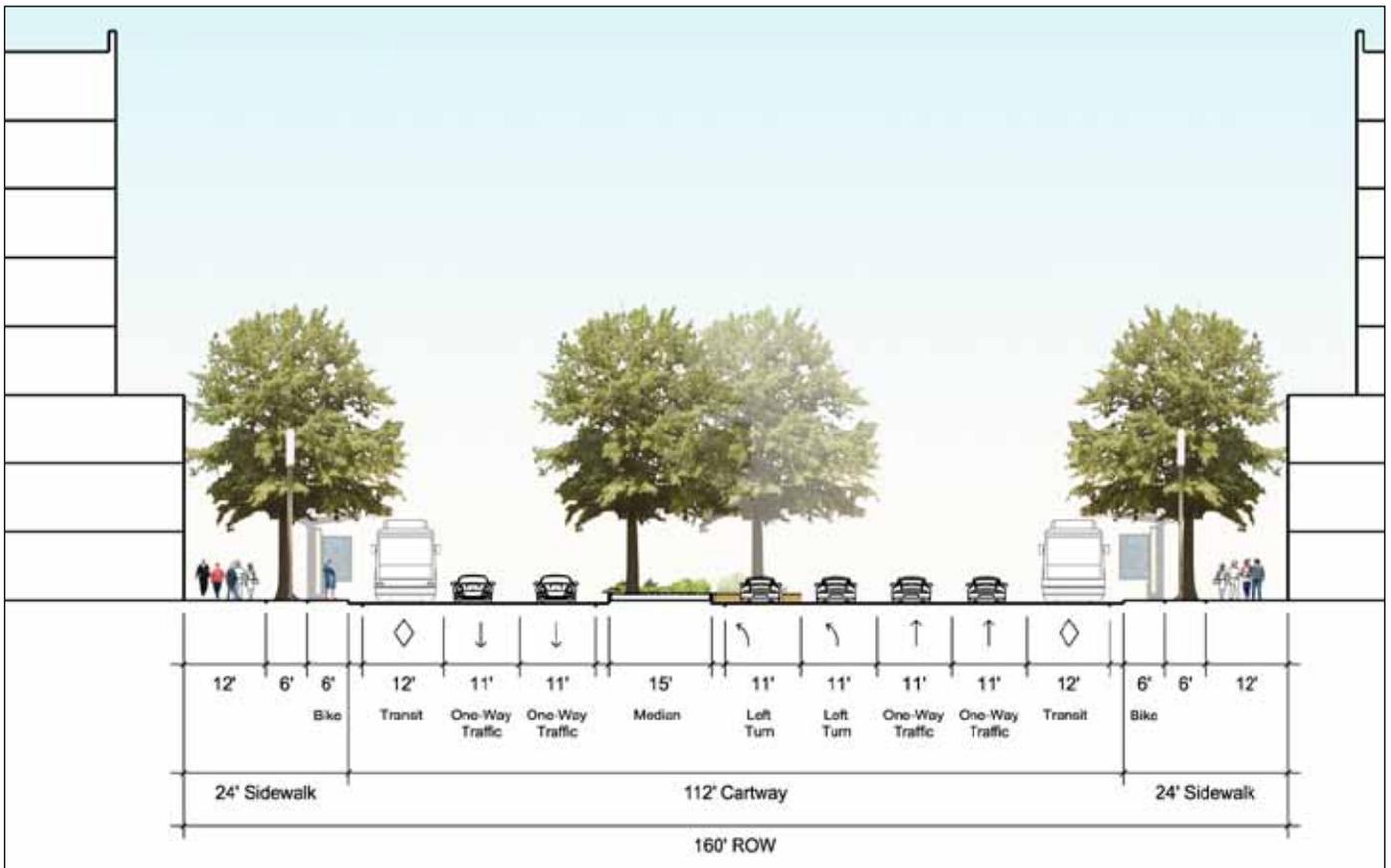


Figure 7-4. Van Dorn Street South of Edsall Road. Dual northbound left-turn lanes at Edsall Road mean a wider cross-section is required in order to retain the boulevard median. Bike lanes are outside of the cartway but may be within it depending on ultimate design. If bike lanes are as shown, bikes will be routed around transit shelters to prevent conflicts.

considered for locations where substantial pedestrian traffic is expected.

- Right-of-way expansion – the existing street right-of-way is 100 feet wide. However, the plan calls for an expanded right-of-way – 150 feet north of Edsall Road and 160 feet south of Edsall Road. The added right-of-way should in general be taken equally from both sides of Van Dorn Street. This additional right-of-way will be acquired from properties that front on Van Dorn Street as these sites redevelop. As an interim strategy, the various modes of transportation may be accommodated within the 100-foot existing right-of-way. Preliminary studies indicate that if transit vehicles run in shared lanes, along with other modes of traffic, the existing right-of-way will be adequate until it is expanded.
- Setbacks – it is recommended that buildings along this corridor be built to the edge of the right-of-way line, and should adhere to the guidelines for heights that have been outlined in the next section of these guidelines.
- Green edges to create a transition zone, to the extent feasible, between new residential development and the public right-of-way.
- Curb cuts – Apron and pedestrian walkways should be treated in a manner consistent with adjacent areas of the sidewalk. Curb cuts should be minimized.
- Medians – Cross-sections were developed to provide a minimum 15-foot median width, subject to future engineering design, to provide adequate pedestrian refuge area, and space for a prominent street trees to be planted. The intent is that the median be seen as a consistent green element within the right-of-way to reinforce the boulevard character of the street
- Tree Cover – generous tree planting zones have been provided so that trees with dense canopies may thrive, to soften the impacts of the high traffic volumes on Van Dorn Street.



Figure 7-5. Option 1. A new signature bridge over Duke Street with access ramp from eastbound Duke Street to New High Street.



Figure 7-6. Option 2. At-grade intersection with dual left turn lanes.

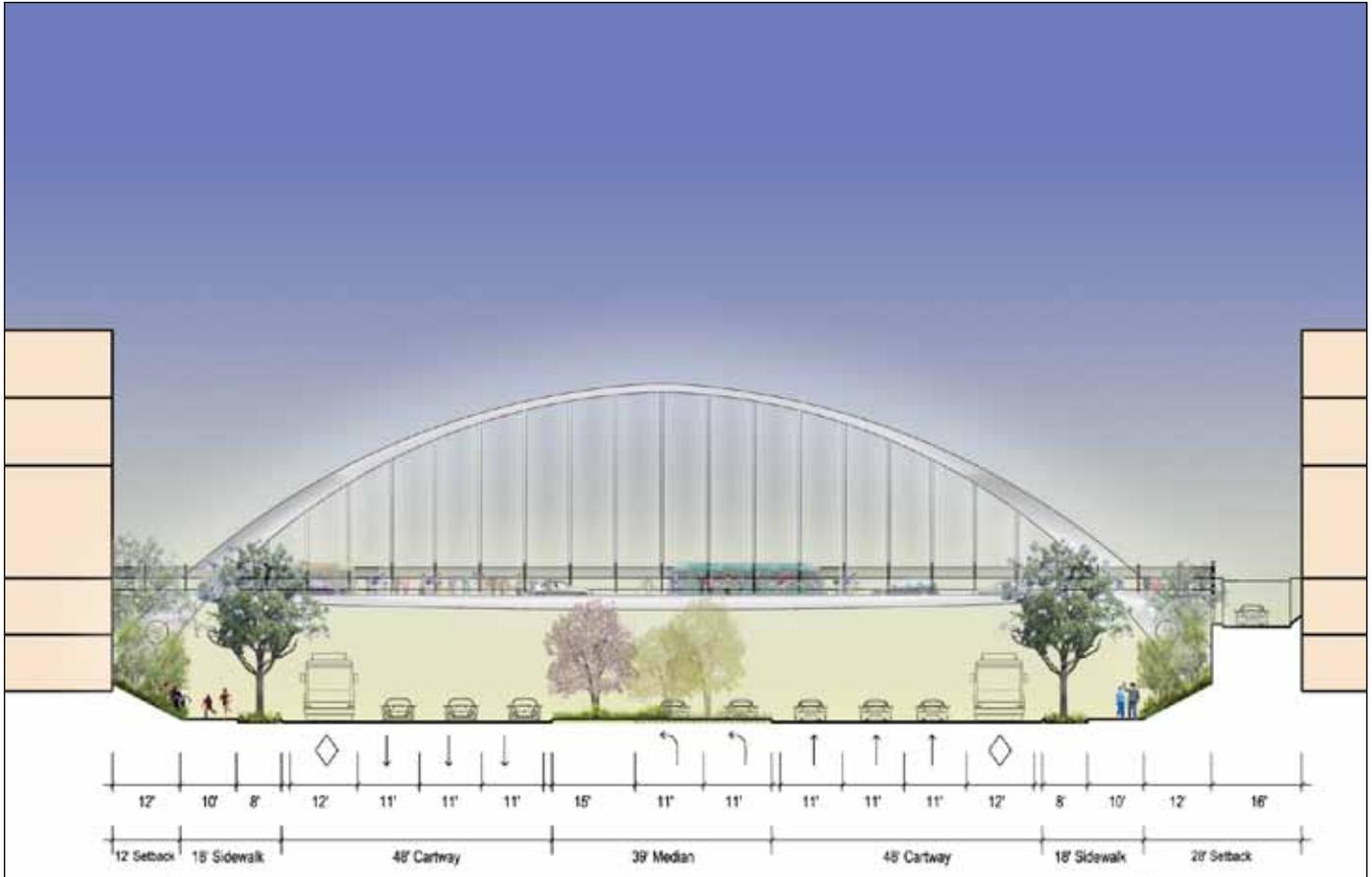


Figure 7-7. The proposed cross-section for Van Dorn Street provides for a substantial landscaped area along each side, with a multi-use trail for bicycles and pedestrians. Dedicated transit lanes are proposed to be added in the stretch of Duke Street from I-395 to Van Dorn Street.

- Transit facilities – should be well designed, in visible locations, with adequate signage and lighting. Where the bike paths would intersect with transit stops, special provision to route bikes around the stops will be required.

## Duke Street

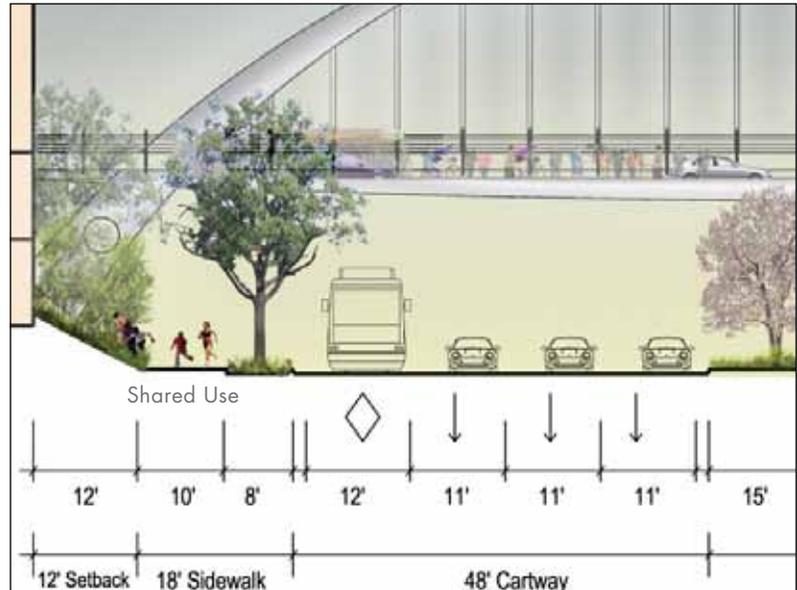
Duke Street today is a major arterial street that links the West End with Alexandria's historic Old Town. It is a major vehicular thoroughfare as it passes through the study area. The presence of interchanges with I-395 and Van Dorn Street on opposite sides of the planning area on Duke Street has rendered the section of Duke Street between these interchanges inhospitable to pedestrians.

However, on either side of this major street are large parcels that are likely to redevelop in the near to mid term. Of special significance is the expected redevelopment of Landmark Mall, bordering the north side of the entire quarter-mile length of Duke Street between these two interchanges.

For the city, there is an opportunity here to link the two sides of Duke Street and create a true "Town Center" for the West End. The City's Transportation Master Plan locates one of three regional dedicated transit corridors along Duke Street.

The proposed cross-section of Duke Street consists of a boulevard with a wide median, a generous sidewalk on

either side of the street including space for street trees and a multi-use path accommodating bicycles and pedestrians, and a landscaped area between the sidewalk and the building edge. The high traffic volume along this major thoroughfare has been accommodated in three general travel lanes each direction. Curbside dedicated transit lanes are proposed to be added. In order to facilitate access to the Landmark Mall site, left-turn lanes have been provided at three locations, with dual left-turn lanes at a new main entrance at New High Street. In the event that the bridge over Duke Street is implemented, the plan also provides for a ramp from eastbound Duke Street just east of Walker Street taking traffic up to New High Street and providing an additional lane to access the Landmark Mall site above Duke Street which avoids opposing traffic on Duke Street.



## Design Guidelines for Duke Street

The design guidelines for all streets describe planning objectives for design and function of streets. While the overall right-of-way width has been established in an effort to ensure that the street sections described can be constructed meeting the objectives outlined, these street sections have not been engineered for the specific locations proposed, and the street system and intersections shown in the framework plan are conceptual. The details of design will be developed through the design review process or at the time of feasibility analysis and engineering design of infrastructure improvements.



## Guidelines for Street Cross Section

- Sidewalks – 18 feet wide, with an 8-foot tree planting strip, that also serves as a buffer between pedestrians and vehicular traffic. A 10-foot multi-use path is provided for pedestrians and bicycles. The 8-foot tree planting zone may accommodate low-impact development elements. Pedestrian-scale lighting should be considered in areas where substantial pedestrian traffic is expected.
- Setback areas – Minimum 12-foot width, to accommodate sloped, landscaped berms that serves



as a transition between the sidewalk and building facades; these berms should adhere to a 1:2 slope, to ensure that healthy trees grow.

- Medians – Cross-sections were developed to provide a minimum 15-foot width, subject to future engineering design, to provide adequate pedestrian refuge area and a strong statement of the boulevard character of the street.
- Curb cuts – Apron and pedestrian walkways should be treated in a manner consistent with adjacent areas of the sidewalk. Curb cuts should be minimized.
- Tree Cover – generous tree planting zones have been provided so that trees with dense canopies may thrive, to soften the impacts of the high traffic volumes on Duke Street.
- Transit facilities – should be well designed, in visible locations, with adequate signage and lighting.
- Special Intersections – The intersection of Duke Street and New High Street will likely be a transit interchange area, in either an at-grade or grade-separated configuration, the intersection should provide prominent crosswalk treatments and be designed for convenient and easy pedestrian crossings in all locations needed to transfer between transit lines and to access all portions of the Town Center.

## 7.2.2. A2 Streets

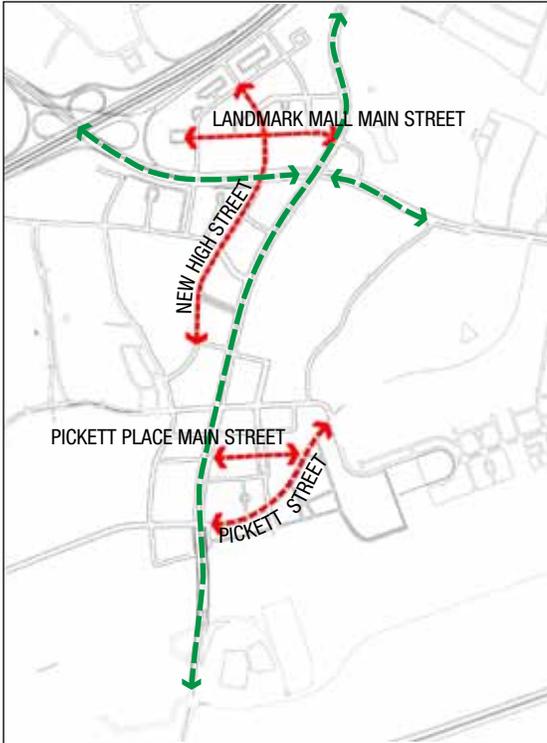


Figure 7-8. A2 streets are important local image-creating streets for the Town Center and Pickett Place.

### New High Street

New High Street connects across Duke Street from the “Bluffs” at West End to the Landmark Mall site, and will ultimately extend southerly to Pickett Street over time as redevelopment occurs.

This street is a major piece of new infrastructure that will become the north-south spine for the West End Town Center, and a major new retail street. New retail shops are envisioned along the street frontage creating an activity node south of the Duke Street and providing a direct connection to the Landmark Mall site. The street section north of Stevenson Avenue to the main shopping street at Landmark Mall is proposed to accommodate dedicated lanes for transit that will link the Town Center with Van Dorn Metro Station via Van Dorn Street.



This street is the major new entry to the Landmark Mall site for pedestrians, bicycles, transit riders and vehicular traffic. The right-of-way includes 20-foot sidewalks, a dedicated transit lane and one shared travel lane for cars and bicycles in each direction, with curb parking to support retail use. The bridge across Duke Street will serve as a major gateway to Alexandria, adding much value to the parcels on either side of Duke Street. The bridge is intended to be a multi-modal facility that maximizes access to the Landmark Mall site for pedestrians, bicycles, motor vehicles and transit riders. In order to

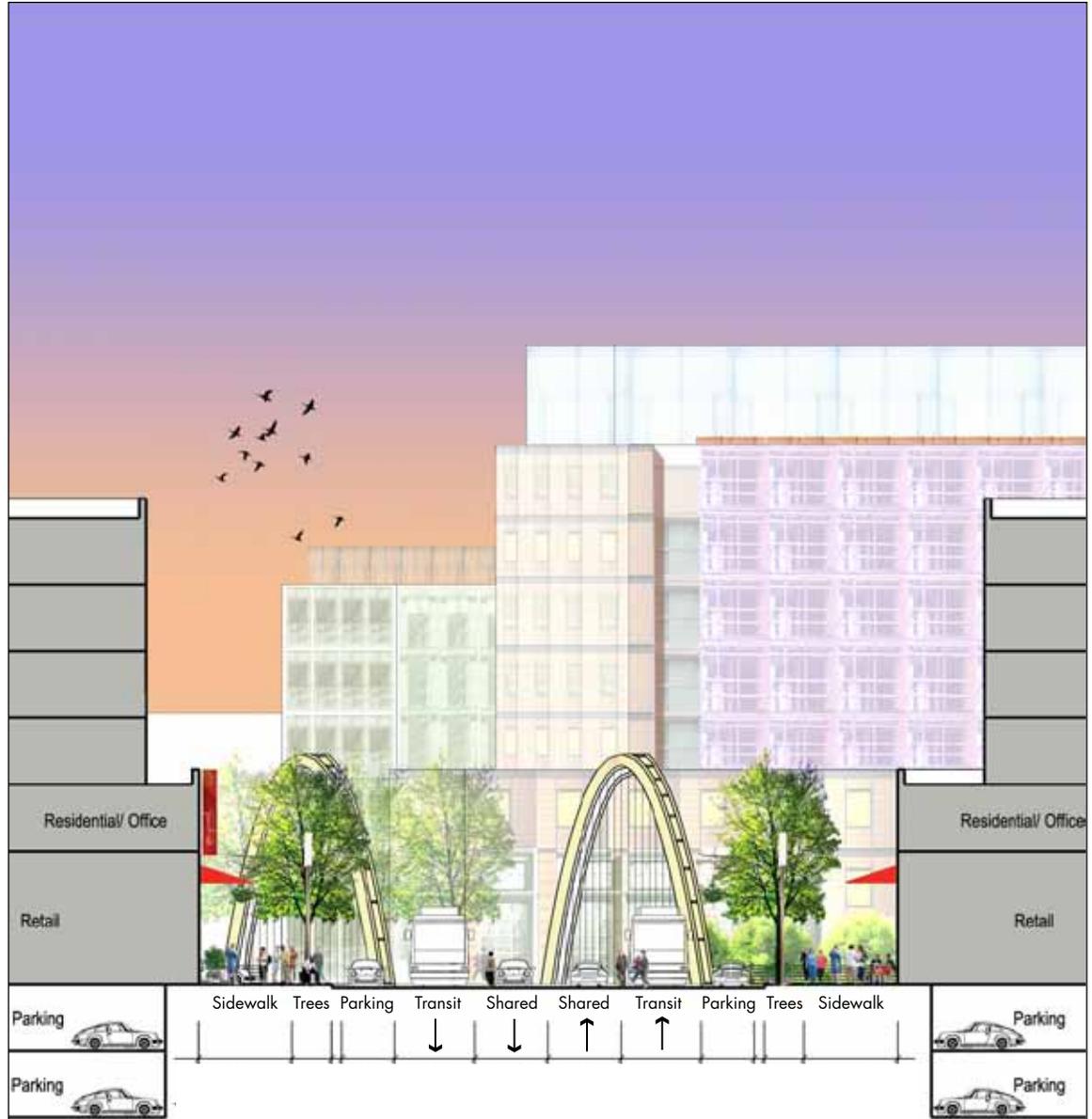


Figure 7-9. New High Street. The cross-section for New High Street north of Stevenson Avenue includes dedicated transit lanes and a broad sidewalk area.

minimize width of the bridge, parking lanes are not expected to be provided on the bridge itself.

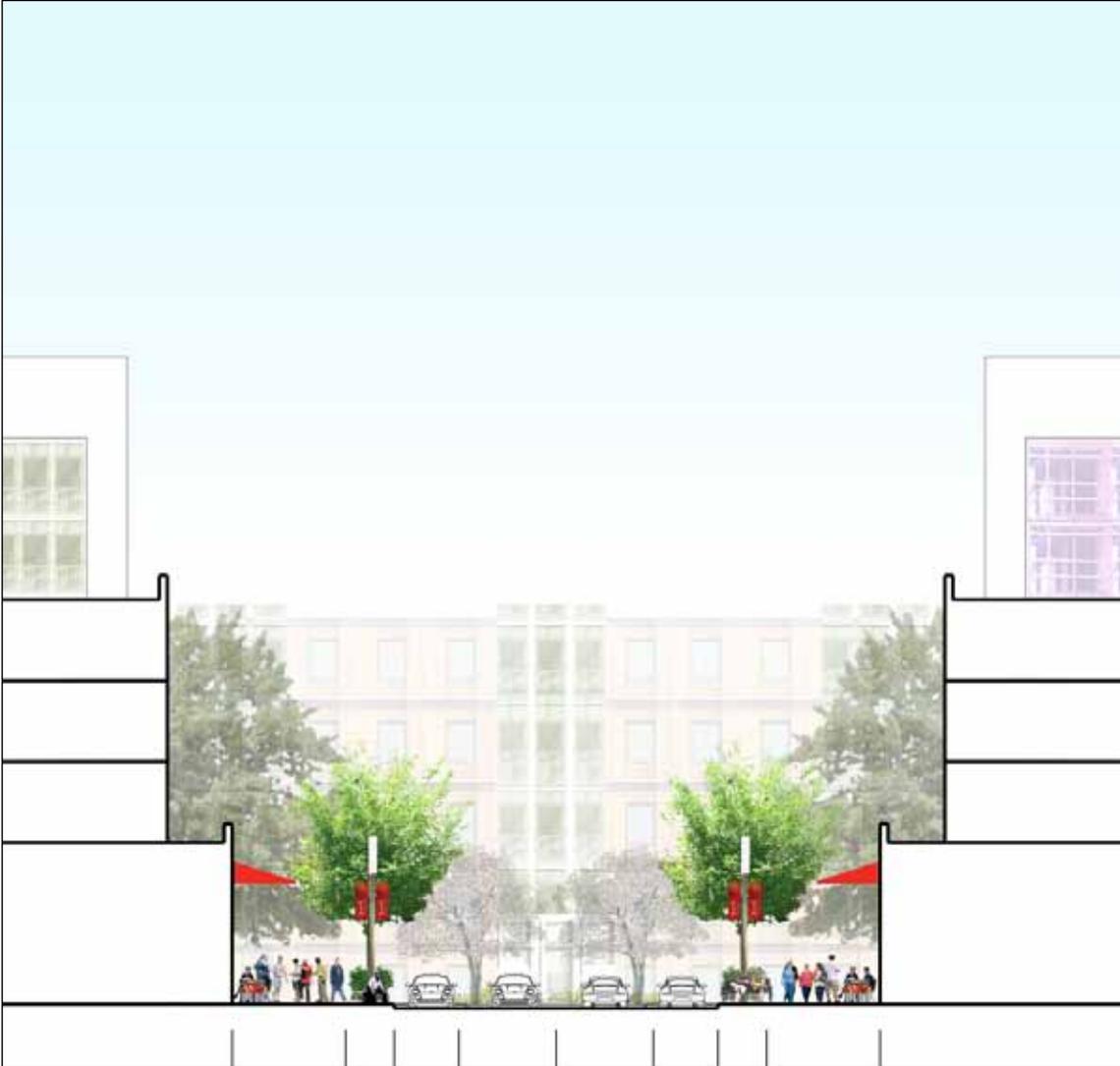


Figure 7-10. Pickett Place Main Street provides one moving lane for traffic and bicycles in each direction, parallel parking and broad sidewalks for retail stores.

## Pickett Place Main Street

This new main street will form the spine for the Pickett Place neighborhood. The street intersects Pickett Square, half-way along its length, and is terminated to the east by a triangular plaza and the Armistead Boothe Park. To the west, the street is terminated by Van Dorn Street, where office buildings may be located, to take advantage of the exposure offered by the high traffic volumes and future dedicated transit service along Van Dorn Street.

The street cross-section was developed to maximize exposure for the retail tenants that line the street's edges. The 80-foot right-of-way should be designed to calm traffic with an emphasis on creating a pedestrian-friendly environment with slow-moving traffic and wide sidewalks with pedestrian amenities such as benches. The recommended width for the cross-section was developed with the intent to provide a 20-foot wide sidewalk with a 6-foot wide tree planting zone and a 14-foot wide zone for pedestrian circulation and spill-out



Figure 7-11. Pickett Square and Metro Street. A generous median provides a neighborhood park.

areas for the retail tenants. Traffic has been accommodated within a single shared vehicle-bicycle lane, in each direction, with on-street parking. At intersections, sidewalk extensions should be provided to facilitate easy pedestrian crossing..

### **Metro Street**

This important street runs perpendicular to Pickett Place Main Street and forms an important part of the overall street grid, by offering an alternative to Van Dorn Street for local traffic. Metro Street is proposed to ultimately

link to the Van Dorn Metro by a multimodal bridge over Backlick Run and the Norfolk Southern railroad line.

The design intent for the street is for it to be a major pedestrian link to the Van Dorn Metro and to Backlick Run. The street also offers access to Pickett Place Main Street and Pickett Square, the neighborhood's major retail and open space amenities.

The right-of-way is intended to favor pedestrian circulation. Wide, well-shaded sidewalks offer a pleasing environment to walk in, and a single lane of traffic in

each direction with on-street parking allows slow-moving vehicular circulation.

## Special Intersections

These include –

- Main Street and Metro Street
- Main Street and Picket Street
- New High Street and Stevenson Avenue
- New High Street and Landmark Street

Special attention should be paid to the detailed design of these intersections. They accommodate important public open spaces, and should have prominent crosswalks. Street furnishings, landscape elements and lighting should be used to create pleasing pedestrian environments.

## Design Guidelines for A2 Streets

- Sidewalks - a minimum width of 20 feet should be provided where possible. This includes a 6-foot tree planting and street furnishing zone and a 14-foot zone for pedestrians and spill-out space for retail tenants. Care should be taken in the future to maintain a minimum 6-foot wide walkway area for pedestrians within this zone. Pedestrian-scale lighting should be considered in all retail areas and in other areas where substantial pedestrian traffic is expected.
- Parking - all A2 streets should accommodate on-street parking.
- Curb cuts. Curb cuts are strongly discouraged along A2 streets.
- Transit facilities. Transit facilities should be well designed, in visible locations, with adequate signage and lighting.
- Bicycles should generally use shared lanes on A2 streets.

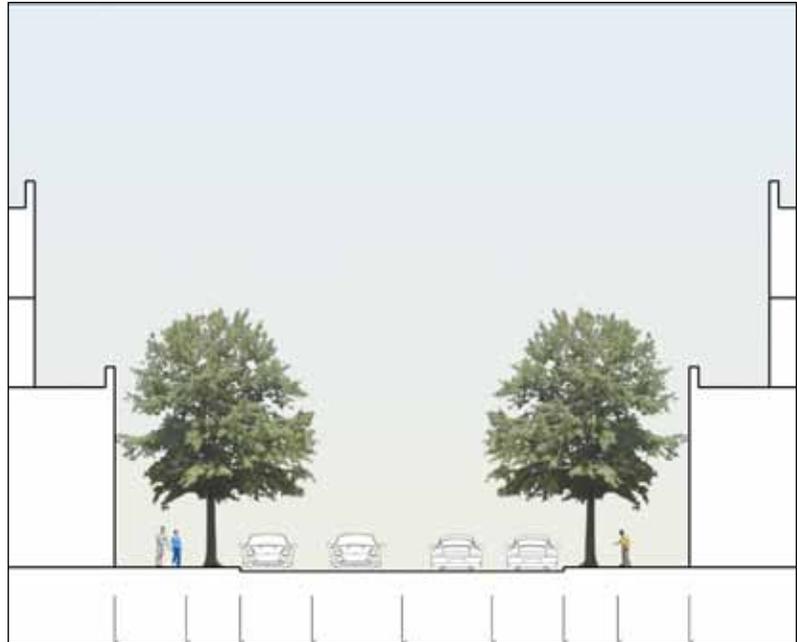


Figure 7-12. Residential streets provide two shared lanes for cars and bicycles, with two parking lanes, a planting strip and sidewalk.

### 7.2.3. Residential Streets

- Sidewalks. A minimum width of 14 feet should be provided. This includes a 4- to 6-foot tree planting/ street furnishing zone and an 8- to 10-foot zone for pedestrians. A minimum 6-foot-wide walkway for pedestrians should be provided within this zone. Pedestrian-scale lighting should be considered on residential streets that are expected to be primary pedestrian circulation routes.
- A building-face-to-building-face distance of 66 feet should be maintained.
- Bicycles and motor vehicles share moving lanes on residential streets.
- Parking. All residential streets should accommodate on-street parking.
- Intersection bulbouts should be provided, with ADA accessible ramps.

### 7.3. Land Use

#### Primary Use

Figure 7-1 shows general land use categories for development above the first floor throughout the planning area. The areas mapped are intended to provide for the minimum floor area required by Table 4-5 in each land use category and to locate principal uses to take advantage of conditions such as view, access, and proximity to other synergistic uses that make each use appropriate in the locations mapped.

#### Required Retail Use

Retail development has very specific location criteria that are important to retail success and define where retail tenants will locate and how developers will structure a retail center. Among these criteria are slope of retail streets, availability of immediately adjacent parking, availability of nearby supplemental parking, visibility and convenience of access from major roadways, location of competitive centers and stores and other stores in the same chain, and mix of resident population and household incomes in the perceived market area.

Retail space has specific design requirements that must be met if a space is to be occupied by retail stores or restaurants. These requirements include minimum and preferred store depth and shape, with a minimum depth of 80 to 100 feet for typical in-line shops, and minimum floor-to-ceiling height of 15 feet and preferred floor-to-ceiling height of 20 feet.

Figure 7-14 shows required and preferred retail floor area in the planning area based on these criteria. Required retail space must be developed to industry standards for occupancy by retail stores and restaurants. Preferred retail space indicates areas that are appropriate for retail use and provide areas to increase retail floor area to meet or exceed the minimum required for each development block. These areas are appropriate places to expand the depth of retail frontage to accommodate larger users with store sizes of 20,000 to 50,000 square feet or more. If street alignments change

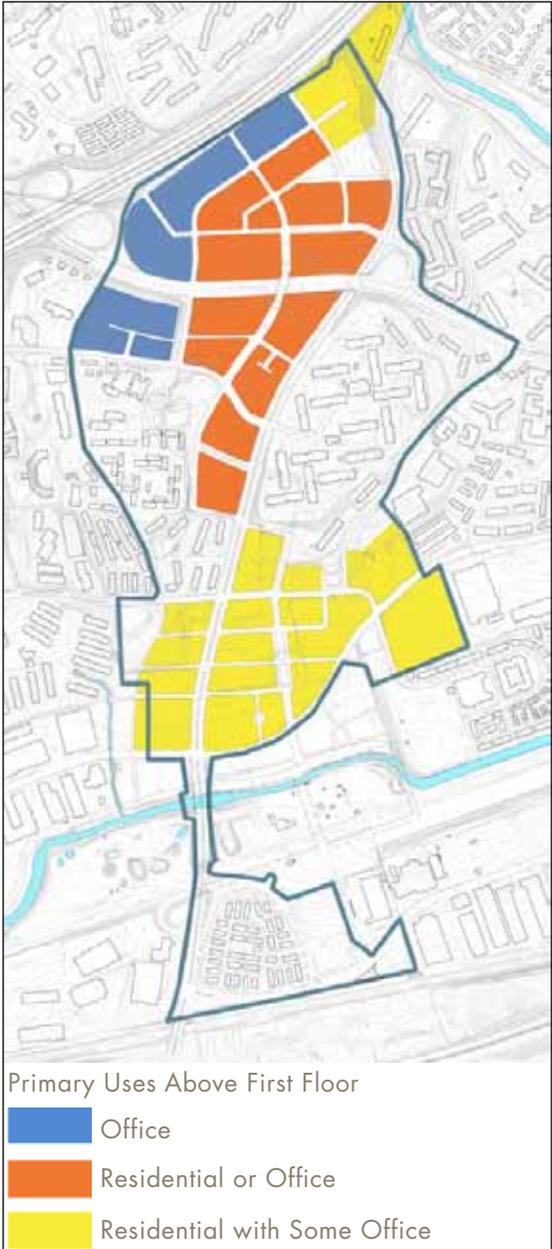


Figure 7-13. Generalized Land Use. This figure shows the predominant land use above the first floor for the areas expected to redevelop under CDD rezoning.

through the development review process, retail frontage may be reconfigured.

The amount and continuous frontage of non-retail uses at the ground floor may be limited through the CDD Special Use Permit in key areas of this required retail area, such as along proposed Pickett Place Main Street, in order to ensure a continuous retail frontage without gaps so that shoppers are encouraged to continue to explore the entire street by interesting store windows and retail signs ahead.

In addition to areas that must be developed to meet requirements for occupancy by retail tenants, certain prime retail locations are required to be occupied only by retail tenants. These include key corner locations that indicate the presence of a retail center and help anchor the ends of shopping streets.

Three key areas are the focus of ground-floor retail development in the planning area. These are Main Street at West End Town Center, the street paralleling Duke Street in the current location of Landmark Mall; New High Street from Landmark Mall to just south of Stevenson Avenue; and Market Street, the neighborhood main street for Pickett Place.

**Town Center Main Shopping Street.** The main shopping street parallel to Duke Street is the focus of retail development for a revitalized Landmark Mall. This main shopping street should be anchored at each end by important retail destinations such as major department stores, stores both familiar and unique to the region, an outdoor dining plaza with a variety of restaurants, theater complex, or other attractions that would encourage a significant percentage of visitors to continue their walks for the full length of the street. Secondary retail areas are long the angled streets connecting to Main Street and the major cross streets, and around the central space of Landmark Plaza. A minimum of 800,000 square feet of retail development is required for the Landmark Mall blocks focusing on Main Street.

**New High Street.** New High Street is the principal link through West End Town Center from Landmark Mall to the surrounding community. Creating a continuous retail

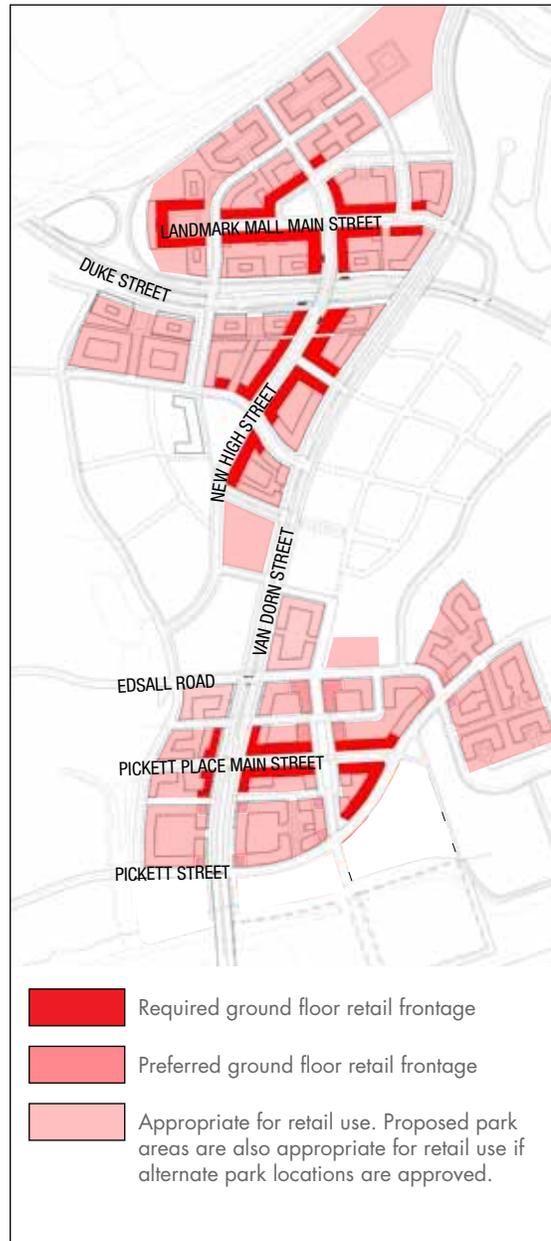


Figure 7-14. Retail Use.

street connecting the regional retail development at the Landmark Mall site to Stevenson Avenue is a primary objective of the plan and key to making Town Center one place. Continuous retail use along New High Street from Duke Street to Stevenson Avenue is required, with a minimum retail floor area of 100,000 square feet required in the block south of Duke Street. The

potential to expand the depth for larger stores as needed is shown by preferred retail locations along New High Street. Some stores may include a presence along Van Dorn Street as a means of attracting customers at locations where pedestrians or vehicles can reach New High Street from Van Dorn.

Pickett Place Main Street is a new east-west retail street proposed as the retail focus for a community-scale shopping center or lifestyle center conveniently accessible on foot from Cameron Station and the residential neighborhoods on Reynolds Street, Van Dorn Street, Whiting Street and Edsall Road. A minimum retail floor area of 250,000 square feet within the block bounded by Edsall Road, Pickett Street and Van Dorn Street makes this a significant retail center. Continuous retail frontage along Market Street with anchor retail tenants where Market Street meets Van Dorn Street and Pickett Street will create a pleasant shopping environment on a relatively level street. Crossing Market Street is the proposed Metro Street, which could ultimately link the center to the Van Dorn Metro. Metro Street is proposed to have a wide median plaza, designated Pickett Square, as an attractive urban park that can serve both shoppers and residents within this mixed-use area.

## 7.4. Density and Floor Area Ratio (FAR)

Residential density is not regulated under the proposed CDD zoning. Intensity of development is regulated by limits on floor area ratio, the ratio of total site area to the floor area of buildings on the site. Figure 7-3 shows the floor area ratio permitted with a CDD rezoning. The base area used to calculate floor area is the total area within today's property lines plus any property that may be added (such as by the vacation of a street). The potential floor area resulting from areas that may be dedicated for streets or public parks within a parcel can be built on other parts of the parcel or site, subject to the other conditions that apply to development. If an existing parcel or multi-parcel development site is divided into blocks by new streets, the floor area ratio may vary among the newly created blocks, provided that the overall minimum and maximum floor area ratio for the major development block (Blocks A, B, C, etc. in Table 4-5) is maintained.

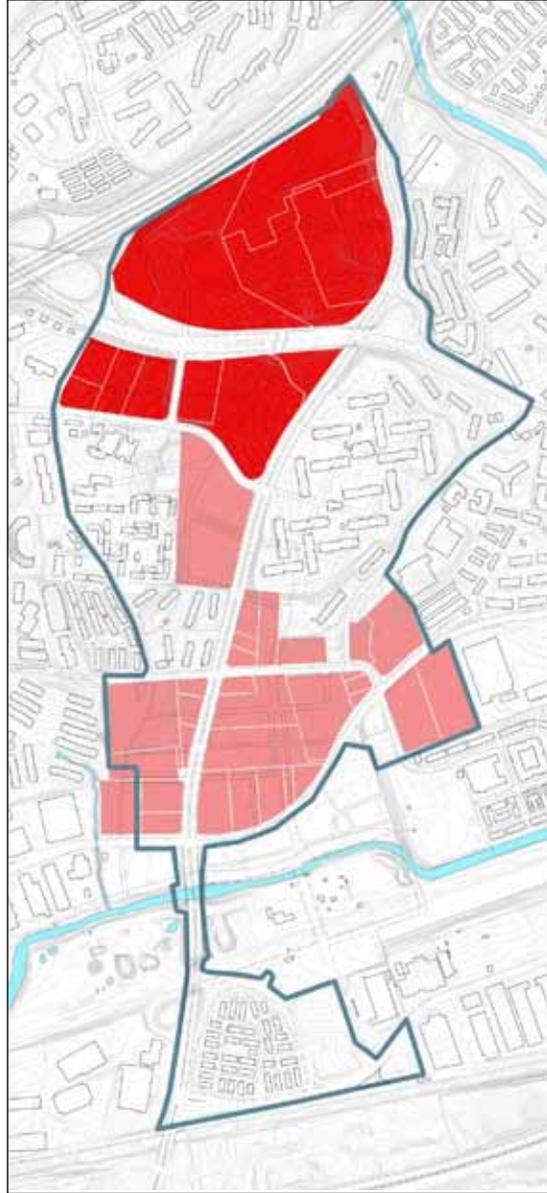


Figure 7-15. Floor Area Ratio.

## 7.5. Building Height

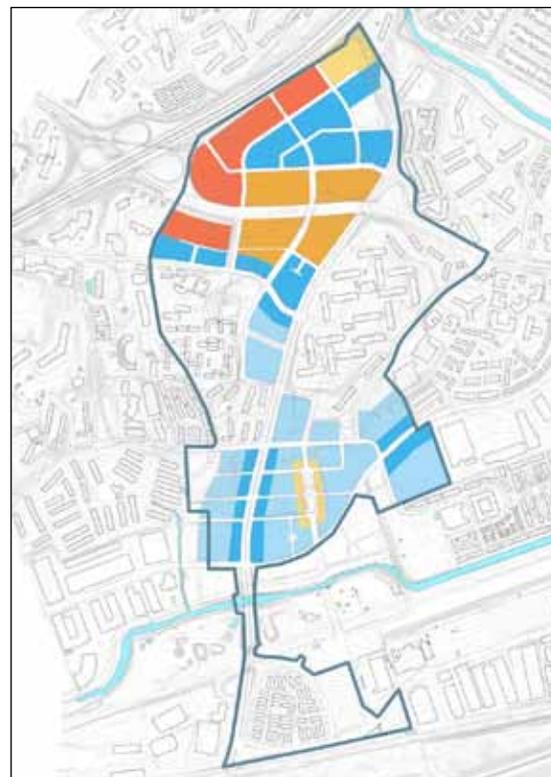
Figure 7-16 shows the maximum building height permitted for each part of the planning area where redevelopment in accordance with a CDD rezoning is anticipated. Heights in other areas, or heights for development without a CDD rezoning, are limited by zoning. Building heights are mapped in general areas where the tallest heights permitted by the range of heights are appropriate. A range of building heights and articulation of heights to create an interesting skyline is expected within each height district. Building shoulders are expected along streets.

### Height Districts

The Height Districts map shows the variation in heights that this plan seeks to achieve. In general, the West End Town Center allows heights in the range of 85 feet

to 250 feet. The proximity of I-395 to this area offers a high degree of visibility, which is especially valuable for office and hotel buildings. The high traffic volumes along Duke Street imply the same, though to a lesser degree than along I-395 – heights of up to 150 feet (permissible under current zoning) are recommended. The area is also host to several existing high-rise residential buildings, which makes this heights strategy in keeping with the surrounding context.

Pickett Place allows for heights in the range of 65 feet to 85 feet along Van Dorn Street, with buildings up to 120 feet allowed around Pickett Square.



### Summary of Maximum Heights

Along I-395	–	Up to 250'
Along Duke Street	–	Up to 150'
Along Van Dorn Street	–	Up to 85'
New High Street in Town Center	-	85' to 250'
High Street in Pickett Place	-	Up to 65'
Pickett Main Street	–	65' to 120'

- up to 250' (16-25 stories)
- Up to 150' (9-15 stories)
- Up to 120' (7-12 stories)
- Up to 85' (5-8 stories)
- Up to 65' (4-6 stories)

Figure 7-16. Building Height. Maximum building heights are shown for areas expected to redevelop under CDD rezoning. Variation in height is expected throughout the planning area within the height limits. Number of stories is provided for information. Number of stories for a given height will vary depending on floor-to-floor heights appropriate for intended uses.

## 7.6. Parking

The over-all massing concept attempts to create a transition in heights that is sensitive to the surrounding context. Along I-395, taller buildings are permitted, with a gradual step down towards the east, transitioning into the city. Along Duke Street, taller heights are permitted, (up to 150 feet), transitioning down towards Stevenson Avenue.

- All heights should be measured from the center of sloping streets, not from the highest elevation point of the street.
- While the Heights District Plan recommends maximum heights, the intent of this plan is to ensure that there is a variety in heights within each Height District.
- To that end, these guidelines call out specific locations at important street corners, open spaces, high visibility locations and special streets where enhanced building design standards, variation in heights and roof form and material treatment should be pursued.
- All buildings should have a “shoulder” no less than 25 feet above the street level. The setback for this shoulder should be between 8 feet and 12 feet.
- Buildings of 150 feet or higher may have additional height for unoccupied space used for tops or embellishments.

Parking is to be provided in accordance with the parking requirements table, Table 7-1.

### Phase-In Requirements for Reduced Parking

The Plan recognizes the sensitivity of parking requirements, the consequences of requiring too few or too many spaces, and allows for specific review of the requirements for retail, office uses other than professional, such as medical offices, and hotels during the development review process. Any increases or decreases from the ratios identified below shall require approval of a special use permit.

Once improved transit is available, further reductions in parking will be possible because employees, residents and shoppers will become increasingly reliant on transit for travel.

Projects with unique potential for shared use, such as offices with weekday daytime demand only, and retail uses with highest demand on weekends and evenings, may have specific shared parking conditions that provide for lower parking ratios than those in the table. These will be determined as development projects are reviewed by the City. As new streets are constructed, new on-street parking will be provided, thereby increasing the supply of on-street parking over what exists today.

In addition to the benefit of reducing travel demand, reducing the number of parking spaces permitted has a number of other benefits for the Plan area. Lower parking ratios make it less expensive for developers to provide parking for projects, making it more possible to provide other community benefits including open space. Fewer parking spaces means it is easier for developers to provide parking underground rather than reducing the floor area to accommodate parking, or building above-grade structures that contribute to building mass and create obstacles to retail continuity and pedestrian circulation.

**Above-Grade Parking Structures**

While underground parking is preferred for new development for these reasons, there may be circumstances where the limited use of above-grade parking may be permitted subject to specific criteria and design review. Above-grade parking may be permitted subject to the following criteria, with development special use permit review and approval:

- Above-grade parking for retail or office use may be allowed for a block which includes retail or office uses with a combined gross floor area of at least 100,000 square feet as part of a CDD DSUP. This provision shall apply only to projects constructed during the first or catalyst phase of development as described in Chapter 9, Implementation.
- Reasonable efforts to provide underground parking with a gross floor area equal to the area of the

project site for which parking is being provided shall be made before above-grade parking is permitted. The site area for this calculation does not include area dedicated for streets, parks or other public uses.

- Floor area of at- or above-grade parking structures shall be counted as floor area for the purposes of calculating the total FAR of the development, except that above-grade collector parking structures for a block which includes retail or office uses with a combined gross floor area of at least approximately 100,000 square feet may be excluded from the total FAR as part of a CDD DSUP.
- Above-grade parking shall be lined with active uses when visible from any public right-of-way or screened from non-public rights-of-way to the satisfaction of the Director of Planning and Zoning.

**Table 7-1  
Existing and Proposed Parking Requirements**

Land Use	Current Standards (minimum)		Proposed Standards (maximum) <sup>1</sup>	
	Existing Parking District 3	Existing Parking District 6 (near Metro)	Initial	Later phase, improved transit in place
Residential	1 br: 1.3/unit 2 br: 1.75/unit 3 br: 2.2/unit Single-family: 2/unit	1 br: 1.3/unit 2 br: 1.75/unit 3 br: 2.2/unit Single-family: 2/unit	1.725/unit <sup>2</sup>	1.15/unit <sup>2</sup>
Office	2.1/1000	1.67/1000	2/1000	1.5/1000
Hotel	1/room, 0.5/room for buildings over three stories	1/room, 0.5/room for buildings over three stories	0.7 per room	0.7 per room
Retail – convenience, neighborhood in mixed-use projects	5.2/1000 ground floor 3.64/1000 other floors	4.35/1000	3/1000	2/1000
Retail – regional, community	5.2/1000 ground floor 3.64/1000 other floors	4.35/1000	4/1000	3/1000

1. The parking ratios indicated here are allowable “by right.” The parking ratios for development projects with unique parking requirements may be modified through the Special Use Permit process. Medical offices, grocery stores and restaurants are uses that typically require more parking than would be permitted under their general use classes.  
 2. 15% of residential parking spaces must be allocated to visitor parking which may not be assigned to units or used by residents. Residential visitor parking may be shared with other uses if approved by special use permit.

## **Parking Requirements for Renovation of Existing Housing Units**

When existing multi-family residential development projects undergo substantial renovation, Section 8-200(f) (1-4) of the zoning ordinance requires that the City's current parking standards be met, although an owner can seek a special use permit for a parking reduction. Providing parking is expensive, and the special use permit process can add time and cost to the approval process.

Maintaining the existing supply of market-rate affordable housing units is an objective of the plan. Constraining the supply of parking meets plan objectives for minimizing vehicle trips. Rehabilitation of these existing units can mean that they remain on the market as affordable housing for a longer time, and is often preferable to demolition and reconstruction. In order to minimize obstacles to rehabilitation of these units, the Plan recommends that the requirement to increase parking to current standards be waived for renovation of multi-family housing in the planning area. Waiving the requirement will remove this hurdle for properties that do not have land area to provide additional parking for a population that tends to have lower rates of car ownership.

## **Bicycle Parking**

The City is developing bicycle parking requirements, which are expected to be implemented through the zoning ordinance. The proposed parking standards include requirements for short-term and long-term bicycle parking spaces for residential, hotel, retail, restaurant, and office uses. This Plan recommends that development in the Plan area provide bicycle parking in accordance with the proposed standards until or unless they are superseded by adopted standards.

## 7.7. Building Design

The character, image, and marketability of the Landmark/Van Dorn area will be shaped in large part by the quality of its architecture. Employing the best of contemporary design and the latest environmentally sustainable building technologies; incorporating elements of building design that relate to Alexandria; emphasizing pedestrian experience, detail, and the design will create a distinct identity for each of the neighborhoods. Design decisions made with “neighborhood-building” in mind suggest a kind of architecture that goes beyond incremental block-by-block developments to carry out multi-block concepts, such as high-performance building design, green roofs, and many other concepts laid out in this vision and development strategy.

The varied urban settings that feel so authentic successfully combine an area’s inspiring, indigenous buildings and infrastructure with quality, new design by both local and nationally renowned architects. In Landmark/Van Dorn diverse new architecture can strive for a lively urbanity, with expressive features, sculptural forms, color, and dynamic roofscapes – perhaps achieved by using traditional materials in unconventional ways or unconventional materials in traditional ways. Special focus on design emphasis, and/or architectural detail at the lowest 3 levels of buildings will intensify the pedestrian experience. Excellent ground floor design and materials will contribute to each of the neighborhoods success in attracting sustainable concentrations of retail and neighborhood services and realizing the safe, walkable streets that will attract office and residential tenants.

### Building Design Guidelines

The forms of individual buildings should work collectively to define streets, parks, and other open spaces as spaces clearly bounded on two or more sides. This approach enables each building to contribute its intrinsic form and use to help shape the form and use of the larger neighborhood. The edges of public streets and parks should be defined by creating a clearly visible alignment of facades from building to building within use zones.

### Spatial Definition

- Orient primary façade elements to be parallel to the street.
- At least 75% of a building’s façade length should meet a consistent setback or build-to line shared with adjacent buildings.
- Landscaped areas may intervene between buildings, but relationships from one building to the next should remain apparent.

Occasional deep setbacks of buildings to create landscaped front courtyards, street corner plazas and similar open spaces can be appropriate, but only if they represent a distinct, isolated condition relative to a well-defined and predominant build-to line.

Gateway sites and other locations of special prominence within the street network shall feature buildings and/ or public art of high architectural quality celebrating their landmark presence.

Create a human-scaled setting at street level through careful proportioning of architectural massing, bays and details.

### Scale and Proportions

#### Street Wall

Define a walkable street scale with appropriate and consistent building heights. Buildings along streets shall create a street edge at their lower floors that is tall enough to create an urban quality at ground level but not so tall as to make pedestrians feel they are in a “canyon” substantially out of scale with typical context buildings and street trees.

#### Building “Shoulders”

Greater heights, where allowed by zoning, are permitted for portions of buildings that are set back from this street edge a sufficient dimension and at sufficient height above ground that they are perceived as only a secondary street edge subsidiary to that created at

ground and initial floors. At the same time, heights less than two to three stories are discouraged as providing too little spatial street definition and too little continuity with taller context buildings.

## Scale and Articulation

The unbroken horizontal length of any façade plane shall be minimized. Intervals of set-back or projected façade area may be used to permit longer building lengths. For larger projects and developments, consider composing facades as a series of smaller adjacent facades resembling separate buildings to reduce the perceived horizontal mass and scale.

Buildings shall incorporate elements of intermediate scale between human scale and that of the whole building. At minimum, this shall be accomplished through a “base/middle/top” compositional strategy that defines at least three zones from base to top of the building façade. Additional important intermediate scale elements include bay windows extending through multiple floors, building wings, areas of consistent material, and other larger elements that are still subsidiary to the overall building form. Facades should include horizontal lines of expression (such as string courses, cornices and window alignments) that correspond to the height of adjacent context buildings.

Buildings shall incorporate elements responding to human scale. Traditionally these have included windows, doors and bays.

## Building Tops

Building tops and other skyline elements that rise above context buildings deserve special attention as prominent elements in the public realm. Many of the new buildings will be visible from the adjoining neighborhoods. As these taller buildings take their place in the cityscape, their tops will begin to play an important role in redefining the character and scale of the area, both as seen from the streets immediately below, and as recognizable and memorable parts of the skyline as a whole. Building

tops should be both designed as attractive landmarks with special forms and materials, and limited in scale so as not to appear bulky compared to context scale nor to block views excessively. Special treatment of upper floors where a building meets the sky creates a sense of drama, helps to make a memorable place, aids in wayfinding, and conveys the message that the building was designed with care, keeping its relationship to its surroundings in mind. The Design Principles for the City of Alexandria require that new buildings be designed using the principles of base/middle/top; create scale transitions that are sensitive to the surrounding building fabric; and employ articulated tower tops to create an interesting skyline, allow views between buildings, and help sunshine to reach lower building levels and public open spaces. This strategy will help to reinforce and add to the vitality of the Landmark/Van Dorn neighborhood, while taking advantage of the opportunities offered by transit-oriented development.

## Pedestrian Relationship

Use of simple geometric shapes in plan and elevation is encouraged, to simplify perception of buildings and help visually integrate them with built context.

Utilize vertically-proportioned fenestration; use no strip/ribbon windows.

Ground-floor building use and design should engage pedestrians. Retail, office and institutional uses all can and should provide a high level of engagement. In residential buildings, including multifamily buildings, ground-floor units shall include individual street entrances and yards wherever possible.

Buildings with frontage on public streets should locate any engaging uses—such as entrance doors and lobbies, accessory office space, and windows into actively used space—along as much of the public sidewalk as possible.

For retail and other active ground-floor uses, provide transparent glazing for approximately 75% or more of façade area. At corner retail sites, ground-level storefront windows shall extend at least 20 feet along the side street, and both the architecture of the building and the storefront design should address and articulate the corner. The ground floors of all new buildings along street frontage designated for potential retail use should have a floor-to-floor height of at least 15 and no more than 25 feet to ensure the potential for quality retail space.

Ground-level retail storefronts are encouraged to have exterior awnings that are coordinated with the design of the storefront and the overall building. Awnings should not overwhelm or obscure the architectural and decorative features of buildings. Awnings should not be backlit. In mixed-use buildings, differentiate expression of the ground level from that of floors above.

The ground floor façade of live/work units should be composed of at least 50% transparent glazing. At residential uses, transparent glazing area shall be limited to 50% of facade area where “punched” windows predominate in adjacent context.

Mixed-use buildings should include a high degree of transparency at ground floor commercial uses and a distinctly different façade treatment on upper residential floors, typically expressing bay dimensions of rooms and dwelling units.

Provide entrances to retail, office and other active ground level uses at least every 100 feet along the sidewalk where possible. The primary pedestrian entrance should front directly along the sidewalk or corner and, wherever possible, shall provide the primary access to parking. In multiunit residential buildings provide individual entrances for ground-level units and prominent lobby entrances. Townhouses should have a walk linking the front entrance to the sidewalk. Entries should be prominently expressed with canopies, awnings, bay windows, balconies or similar elements.

To the extent feasible new residential development should create a compact “green edge” transition zone between residential buildings and the public sidewalk. The build-to line for residential buildings shall be located 5 to 15 feet back from the sidewalk to provide space for individual unit yards, plantings, fences, stoops and similar elements creating a privacy buffer between public space and private dwelling interiors. Ground-floor levels should be elevated at least one foot above sidewalk level where accessibility requirements allow.

## Building Context Transitions

The new building must also incorporate a significant change or articulation in material or plane along the horizontal extent of walls facing the residential parcel. Where a new building is located closer to the street edge than an adjacent existing one, the portion of the new building façade that faces the setback of the existing building shall be designed to be consistent in its materials and architectural composition with the main building façade(s) facing public streets.

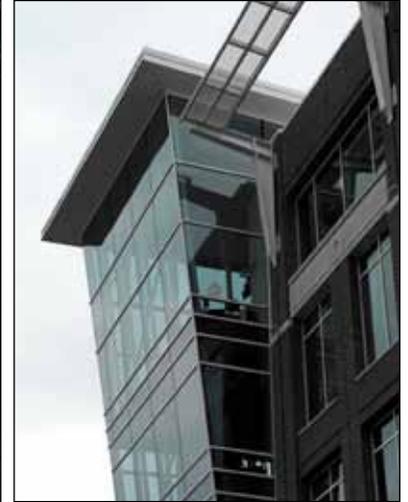
- Utilize high-quality building materials such as brick, stone, precast or metal. Locate heavier materials closest to the ground and highest quality materials and details at the pedestrian level.
- Utilize stone, metal or similar durable material for trim.
- Use materials to help express base, middle and top sections of buildings.
- Balance glass and solid surfaces to create predominantly solid facades with windows placed within the wall. Except on retail frontages, glazing shall not exceed 50% of the overall façade where this proportion is typical of existing context.
- Use no reflective or darkly tinted glass.
- Integrate HVAC and mechanical equipment unobtrusively into the overall building design.
- Civic buildings shall stand out from all others by undisguised building mass, prominent lot placement,

scale and importance of unique ornament. Civic buildings should not necessarily imitate the architectural scale of their built context; rather, it may be especially appropriate for them to stand out distinctly from the prevailing scale as community landmarks.

- Multifamily and townhouse - Units that do not have direct access from a public street are prohibited. Any unit side wall that abuts a public street shall include windows and other façade details in size and quantity matching the expression of the front entrance façade.



Figure 7-17. Corners and open spaces.



### Prominent building frontages at corners and open spaces

The plan encourages prominent building frontages at strategic street corners, along open spaces, and at locations of high visibility. Within each subarea there are specific areas where higher design standards for façade, massing and materials should be pursued.

Facades should be well articulated, and given special design consideration at the following corner locations -

#### West End Town Center

- Walker Street and Duke Street
- The intersection of Duke Street and New High Street

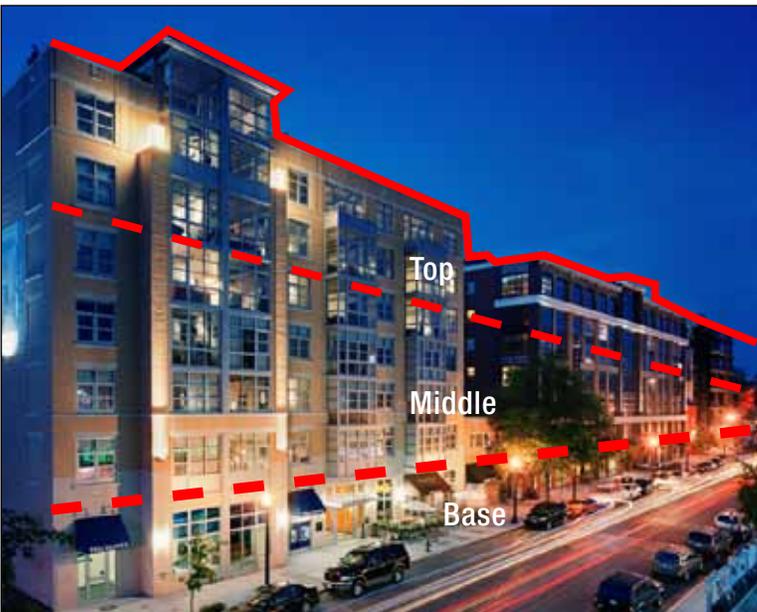
- Duke Street and Van Dorn Street
- Town Center Main Shopping Street and New High Street
- New High Street and Stevenson Avenue
- Stevenson Avenue and Van Dorn Street

#### Pickett Place

- Van Dorn Street and Pickett Street
- Van Dorn Street and Pickett Place Main Street
- Pickett Place Main Street and Metro Street
- Pickett Place Main Street and Pickett Street

Building facades facing the following open spaces should be given special design consideration -

## Defining Street Edges



### Roof Forms and Skyline Articulation





Figure 7-18. Open spaces call for special attention in building design.

- Landmark Plaza
- Terrace Garden
- New High Street Park
- Pickett Square
- Pickett Plaza

The Signature building at the northwest corner of the Landmark Mall site

- The building should rise up in gradual steps, and be the subject of the greatest design attention.



The plan calls for an office building, with mid-sized floor plates, that accentuate the vertical dimension of the building.

### Guidelines for Buildings Fronting on Duke Street

Through the course of several meetings, community members were concerned that special steps should be taken to ensure that Duke Street is not subject to a “canyon” effect. This often happens when tall buildings meet a street in a straight line, with no setbacks or step-backs. The recommended right-of-way width for Duke Street is 170 feet, with additional setbacks to accommodate landscape elements and frontage streets. This is a wide cross-section, and with some careful modulation of building mass, Duke Street will not emulate the canyon-like environment of other corridors, such as Route 1.

The following guidelines should be observed for buildings fronting Duke Street –

- A minimum setback of 12 feet from the street right-of-way should be provided. This minimum setback consists of a berm that is sloped gently enough to allow trees to grow.
- At the four corners of Duke Street and New High Street, a setback at a datum level should be maintained. The datum line should occur no more than 50 feet above Duke Street, measured from the center of the street between cross streets. The building setbacks at the datum line should be between 15 feet and 20 feet.
- Building massing above the datum level should ensure that the taller mass of the building is perceived as a secondary street edge. Surface articulation and variation in material should be used to break down horizontal length of any building face.
- 80% transparent facades are recommended for the corners that are below bridge level along Duke Street. This treatment of mass and façade should be extended far enough along Duke Street to ensure that pedestrians and transit users perceive an active, well-lit building edge at the corners. Uses such as health clubs may be located at these corners, to achieve the desired results. The corner treatment for mass and façade should be similar in either option – the bridge option or the at-grade option.
- Beyond this zone, where parking garages or other inactive building edges face Duke Street, the buildings should be designed to include the same materials, fenestration and articulation as the remainder of the building for this visually prominent frontage.
- The corner of Walker Street and Duke Street should be given special attention, since this location has high visibility to traffic merging to and from I-395.
- Public art should be located to supplement the generally higher standard for buildings and the public realm along this important arterial.



These guidelines are intended to ensure that the environment along Duke Street does not feel like a canyon, and that is the tree canopies that become the defining characteristic for this street. More in-depth evaluation should be carried out in future design exercises for development plans to ascertain the extent to which buildings need to step back to maintain the desired street character.

## **Sustainable Buildings**

The Landmark/Van Dorn Neighborhoods can become a model of sustainability in its planning, infrastructure, and building design. There is an opportunity to introduce a range of environmentally- sustainable best practices to the large amount of proposed new development. With potential build-out over the next 10-20 years, the Landmark/Van Dorn area can improve the environment by relying on market-based and strategic actions that have been used successfully elsewhere. It could be used as a model for responsible and sustainable development in the City. Designing for sustainable development, reduced energy costs, and healthier environments is increasingly important in the real estate development and construction industries. The US Green Building Council's Leadership in Energy and Environmental Design rating system (LEED) provides and other nationally and regionally recognized certification tools exist and will continue to evolve to enable the creative use of sustainable and green practices for the building but also the site. It is critical the sustainable elements and approaches be identified early in the development review process for each block.

## 7.8. Open Spaces

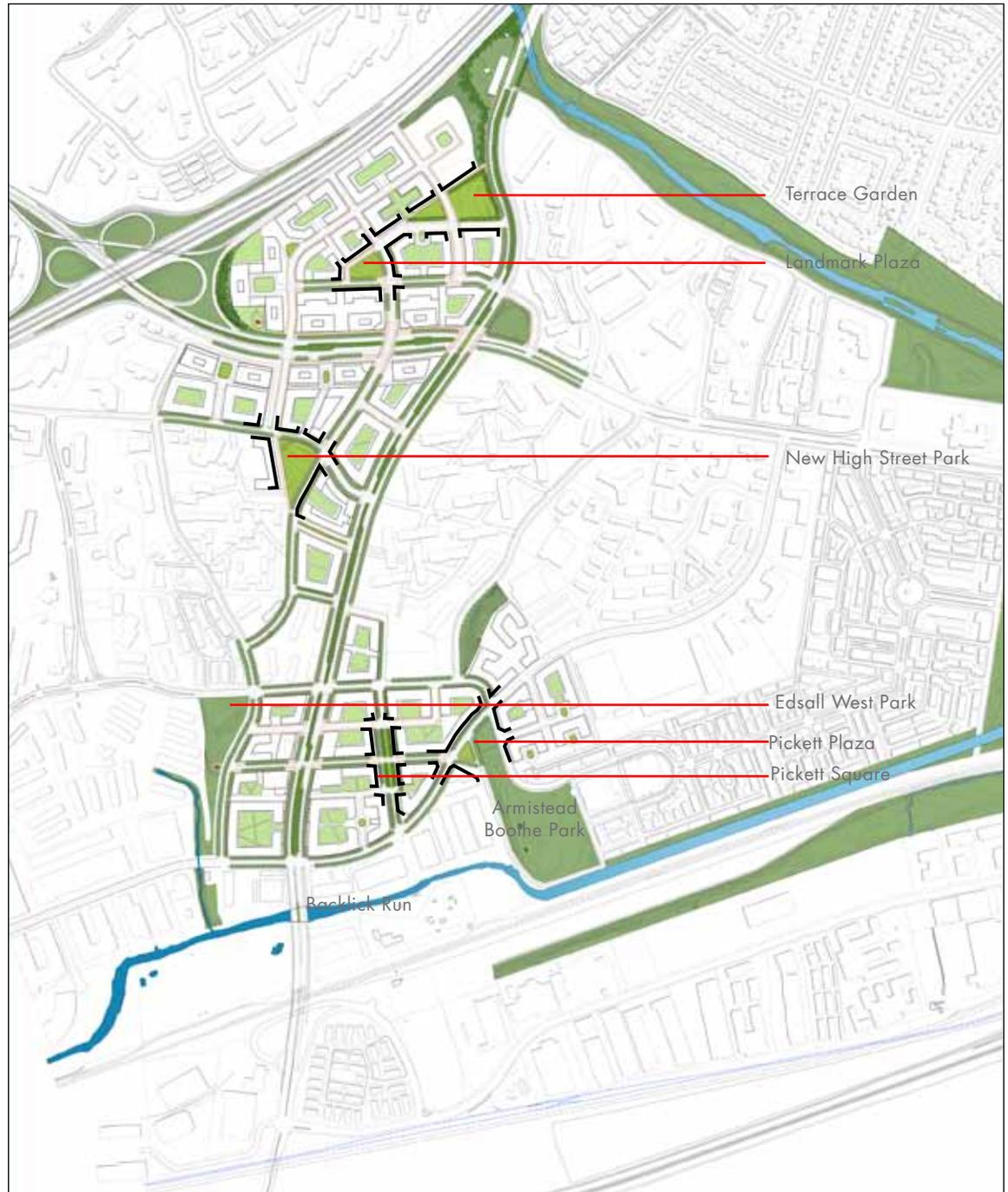
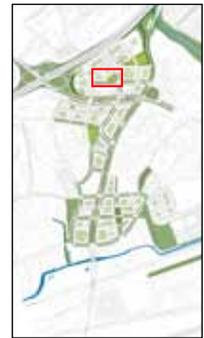


Figure 7-19. Open Space Plan.



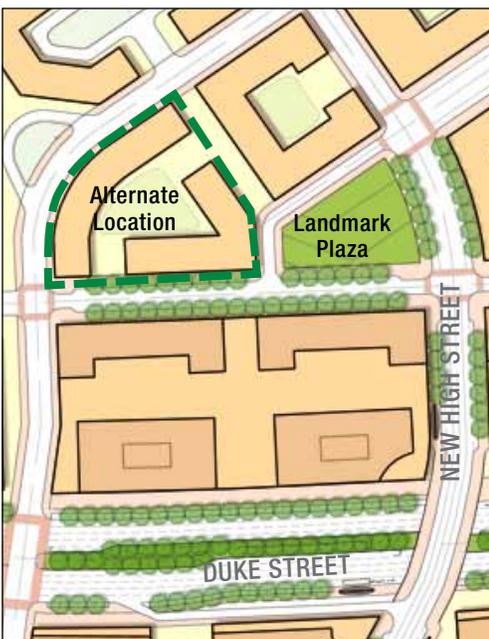
## Landmark Plaza

Area – Approximately 30,000 square feet.

Precedents include Pioneer Square, in Portland. This space is meant to be a central gathering place for residents of and visitors to the West End Town Center, and the residents of surrounding neighborhoods.

Care should be taken to ensure that the plaza's horizontal surfaces are predominantly hardscape (up to 80%). Changes in grade should be integrated into the over-all design for the plaza to create places to sit, much like Pioneer Square.

Lighting should be designed to foster activity throughout the day. Special signage standards should be evolved for the space, and public art should be incorporated. All crosswalks that allow pedestrian access to the plaza should be enhanced, with paving patterns and/or changes in materials.



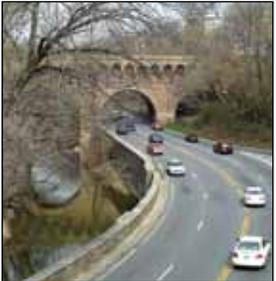


## New High Street Park

- Area – Approximately one-half to one acre
- Precedents include Bryant Park, in New York City. This space is meant to be an amenity for the residents who live around the park, and the retail patrons of stores along High Street. The space should also be able to accommodate larger crowds, for community events.
- The park's horizontal surface should be split between softscape and hardscape. As a guide, hardscape should be no more than 30% of the park surface. The park slopes down at a 5% grade, from north to south. Subject to cost and maintenance considerations, options for stormwater management techniques should be explored to collect run-off at the lower points of the park and create a small water body as an amenity.
- The Park enjoys good visibility from New High Street, especially for pedestrians and motorists coming from the south. Public art should be placed in a prominent position – preferably at the higher points of the park.



The park is located at the beginning of the retail district along New High Street. Signage should be designed accordingly, in the form of streetlight banners and wayfinding signs.



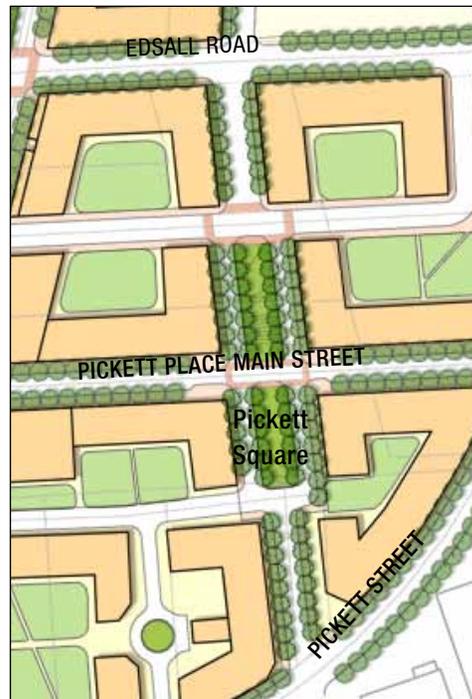
## Terrace Garden

- Area – Approximately 2 – 2.5 acres
- This Garden is meant to make a visual and physical connection with Holmes Run Park to the North.
- Trails should be incorporated with the design of the garden – this presents some challenges, since the garden slopes down at a steep grade, from west to east. Efforts should be made to run trails parallel to natural contours, to minimize disturbances to the natural slope and the heights of retaining walls.
- The garden should be predominantly softscape, with some hardscape elements that include pedestrian ramps, steps and trails.
- Where the Garden passes under the bridge, care should be taken to ensure that clearances are maintained, sightlines for pedestrians below the bridge are maintained and there is sufficient light below the bridge.





### Pickett Square



- Area – Approximately one-half acre
- This space forms the center for the Pickett Place subarea, and features a wide 60-foot median, with slow moving traffic and a parking lane on either side.
- Precedents for this square include Occidental Avenue, in Seattle.
- The median should be well lit, with seating along the edges. Elements such as a trellis, or other shading devices, should be incorporated within the design of the square. Public art may be integrated within the design of these elements or may be incorporated as free- standing elements. Water features may also be incorporated.
- Accent lighting that highlights public art and other features should be incorporated.
- Crosswalks should be enhanced, and the street should be designed to slow traffic to reflect the open space character of the median.



## Pickett Plaza and Armistead Boothe Park Extension

- Area – Approximately 36,000 square feet.
- This space forms the terminus for Pickett Place’s new Main Street, and serves as a transition to the Armistead Boothe Park and the larger natural watercourse of Backlick Run.
- The horizontal surface of the triangular plaza should be primarily hardscape, to serve as a spill-out space for retail patrons, while the larger rectangular parcel that currently houses the mini-storage facility should be a combination of hardscape and softscape elements.
- Additional studies related to stormwater management should be conducted, to determine whether a water body can be included here.

## Edsall West Park

- Area – Approximately one acre
- This park provides open space for nearby residential neighborhoods and an open space link to the natural corridor of Backlick Run along the RPA of a small drainage
- The park should include a small play and picnic area, but emphasize the natural environment and the linkage along New High Street between open spaces from Landmark Mall to Pickett Street and Backlick Run. Options for stormwater management techniques should be explored to treat runoff at the lower points of the park and to use water as an amenity.



## 7.9. Placemaking

### Places

Figure 7-18 summarizes the locations of the key features and significant places throughout the Landmark/Van Dorn corridor that will establish the area's identity and help create a unique place within the City and the metropolitan area. These places will be key features for wayfinding, places people meet, places people remember. They will create important addresses. Among the factors that can reinforce community and identity in these important places are:

- Public art.
- Naming with historic or symbolic names that relate to a common theme for the area.
- Special architectural features on buildings that frame streets or entry points.
- Small urban open spaces or gathering places.
- Unique landscape features such as gardens, clumps of trees, rocks, streams, fountains.
- Activity spaces for play, performance, art or cultural display, public markets, promenades, outdoor dining or other activities.

### Public Art

One of the most impressive ways in which a city can express its community spirit is through its public art. Through color, texture, shape, sound, scent, and performance, a community's spirit can be conveyed to all. Public art, including publicly accessible art in private development, adds visual and cultural interest to the public realm, offering opportunities for community members to express individual and collective identity and help shape their own environment.

Many everyday items along sidewalks, in parks and other public areas—from pavers and fences to bus shelters and pedestrian bridges—offer possibilities for collaboration with artists. Sculptures, fountains and other public art and publicly accessible art in private development

are important elements, providing neighborhood focal points and objects of interest, places to meet and gather, and accessibility to art that some people might not otherwise have.

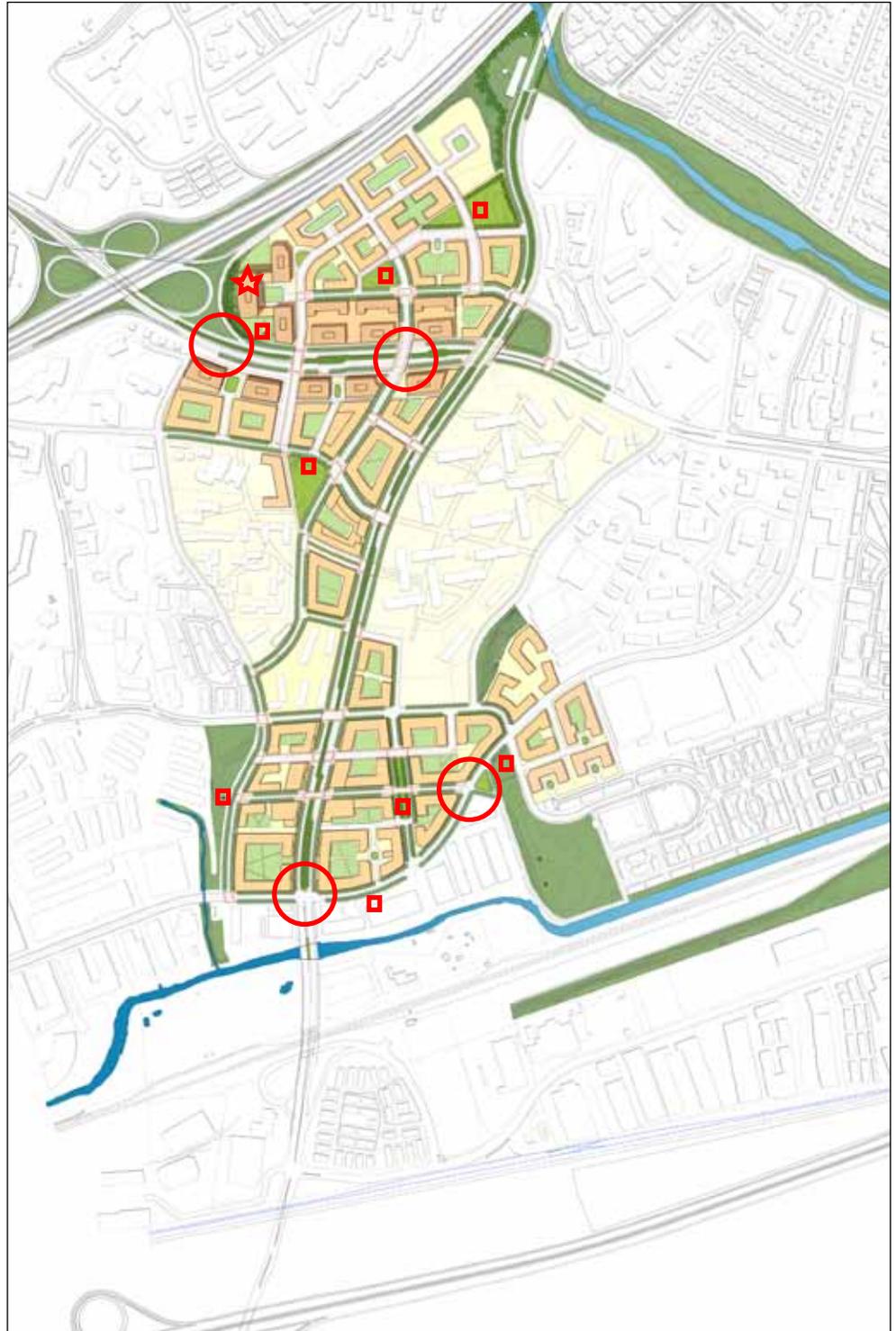
When each redevelopment project is implemented in the Landmark/Van Dorn Corridor planning area, the City and the applicant should evaluate this important civic element to determine where art could best serve the planning area and the surrounding community, celebrating the neighborhoods and their cultural diversity, recalling the area's rich history, creating a sense of place, and providing opportunities for animation and celebration of seasonal activities and special events. Public art should be used to create artistic gateways into the City and serve as visual markers of major entries and exits, crossing points, and neighborhood transitions.

Public art should be used as a means for achieving some of the goals recommended in this plan:

- promotion of uses and activities which make the Landmark/Van Dorn Corridor and its surrounding neighborhoods a more lively area, including during evening hours;
  - creation and reinforcement of a strong and inviting streetscape and a traffic pattern that relates the area visually to Landmark/Van Dorn;
  - revitalization of the Landmark/Van Dorn corridor using flags, banners and enhancement of the gateway identity and diverse character of the area; and
  - better use of the open space available in the Landmark/Van Dorn area so that it is an attractive and an active place that draws people to enjoy the outdoor environment.
- The Plan recommends incorporating art in the Landmark/Van Dorn Corridor in the following ways:
- Preferred art locations include the Landmark Mall in the West End Town Center, the public spaces in Pickett Place, and gateway locations

-  Gateways
-  Public Art
-  Signature Building

Figure 7-20. Key places in the Landmark/Van Dorn Corridor Plan area.





■ Public Art

Figure 7-21. Recommended locations for public art. While many locations are appropriate for public art, these locations are along street axes at important places where major art installations would have high visibility.

- The parcels anticipated to redevelop shall make a monetary contribution to the City for the commissioning, design and creation of each piece of art; or provide on-site art, as determined by the City during the development review process; and
- The plan strongly encourages art that reflects the area's history and that local artists be commissioned to create public art.

Because the exact placement of the art is not specified, the Plan, consistent with the established City Policy on Acquired Art, recommends that art installed on pub-

lic land be reviewed and approved by the Alexandria Commission for the Arts.

For art that may be installed on privately owned but publicly accessible land, the Plan recommends that the developer, community, and City work together to identify the location and type of art to be installed. This approach has been successfully implemented in recent installations of publicly accessible art in private development projects.



Figure 7-22. Signature Building.

## Signature Building

The building or buildings located on the north side of Duke Street on Block A1 is expected to be the most prominent building in the West End Town Center because of its visible location along I-395 and at the gateway to the West End as travelers come across I-395 into the Town Center. This prominent location requires a building that is of exemplary design, shows sensitivity in its attention to appearance in the landscape and as a landmark feature, and is appropriate in character and quality of materials and finishes as a gateway to the West End and to the City of Alexandria.

## Signature Bridge

The bridge of New High Street over Duke Street, if implemented, will be a prominent feature to those entering the City along Duke Street, and will be an important landmark identifying the West End. Its design and construction should reflect its prominence and symbolic role as a gateway into Alexandria and as an important feature that ties the Town Center together. This bridge should be exemplary in its design and appearance along Duke Street and New High Street.



Figure 7-23. Open Space Linkages.

## 7.10. CDD Guidelines

Two areas are envisioned to be Coordinated Development Districts (CDD). The first area is the West End Town Center which consists of the development blocks identified as “A,” “B,” “C,” and “E” on Figure 7-1. The second area is Pickett Place which consists of the development blocks identified as “H” through “M” on Figure 7-1. CDD regulations will apply on approval of an application for rezoning to CDD with submittal of a master plan for the area to be rezoned. Rezoning should generally be undertaken for the maximum possible area, such as an entire development block or block face. At a minimum, rezoning for an entire contiguous ownership is required.

Each application for CDD rezoning shall be accompanied by a development plan and phasing plan that illustrates the location of streets, open space, and proposed development compliant with the Landmark/Van Dorn Corridor Plan, and indicates how the development will be phased to comply with the minimum intensity of development, land use, development guidelines and other aspects of the plan for the area to be rezoned.

### 7.10.1. West End Town Center

#### 1. Uses

Allowable uses in the CDD include office, residential and retail uses and uses similar to and supportive of a mix of those uses, including hotels. Public buildings are permitted. The locations of the retail uses shall be consistent with the required and preferred retail diagram in the Plan.

#### 2. Height

Minimum and maximum heights are shown in the Development Guidelines Chapter 7.0.

#### 3. Floor Area Ratio

Maximum floor area ratio shall be 2.5 with development special use permit approval for blocks A, B and C, and

2.0 for block E to encourage regional scale development at this prominent entry into Alexandria.

Full development of this regional activity center is intended to achieve an overall land use mix of approximately 70% office, retail, and related commercial uses and 30% residential uses.

A total of approximately 8.5 million square feet of development is envisioned on the 82 acres of the West End Town Center. Of this, at least 3.75 million square feet must be office and 1.0 million square feet must be retail. A major full-service hotel is required, with potential for additional hotels. A minimum of 1.2 million square feet of residential use (1,000 to 1,200 units) is required to achieve the desirable mix of uses and level of activity. A maximum of 3.1 million square feet of residential use is permitted. All floor areas, density and uses shall be subject to review and approval.

#### 4. Street Grid

Streets shall be extended and created to complete a new street grid consisting of blocks surrounded by publicly accessible streets. New required streets are depicted in Chapter 7.0. The specific location and cross-section of streets may be modified to better meet plan objectives at the time of rezoning or development approval.

#### 5. Parks and Open Space

A minimum of 25% of the site shall be maintained as open space at ground level with permanent rooftop open spaces and terraces provided in residential buildings. A minimum of 3.5 acres of public open space at the Mall shall be provided.

#### 6. Building Design.

Building design shall meet the objectives of Chapter 6 and the specific guidelines of Chapter 7. Building form, location, access, alignment, façade articulation, building tops, fenestration, materials and finishes and other

aspects of buildings are subject to review to meet these requirements.

## 7.10.2. Pickett Place

Allowable uses in the CDD include office, residential and retail uses and uses similar to and supportive of a mix of those uses, including hotels. Public buildings are permitted. The locations of the retail uses shall be consistent with the required and preferred retail diagram in the Plan.

### 2. Height

Minimum and maximum heights are shown in the Development Guidelines Chapter 7.0.

### 3. Floor Area Ratio

Maximum floor area ratio shall be 2.0 with development special use permit approval for blocks F, through M to encourage redevelopment with a mix of uses.

Full development of this community activity center is intended to achieve an overall land use mix of approximately 30% office, retail, and related commercial uses and up to 70% residential uses.

A total of approximately 4.8 million square feet of development is envisioned on the 55 acres of Pickett Place. Of this, at least 250,000 square feet must be office and 364,000 square feet must be retail. A minimum of 500,000 square feet of residential use (400 to 500 units) is required to achieve the desirable mix of uses and level of activity. A maximum of 3,673,000 square feet of residential use is permitted. All floor areas, density and uses shall be subject to review and approval.

### 4. Street Grid

Streets shall be extended and created to complete a new street grid consisting of blocks surrounded by publicly accessible streets. New required streets are depicted in Chapter 7.0. The specific location and cross-section of

streets may be modified to better meet plan objectives at the time of rezoning or development approval.

### 5. Parks and Open Space

A minimum of 25% of the site excluding public rights of way shall be maintained as open space at ground level, with permanent rooftop open spaces and terraces provided in residential buildings. Public parks shall be provided as outlined in Section 7.2.

### 6. Building Design.

Building design shall meet the objectives of Chapter 6 and the specific guidelines of Chapter 7. Building form, location, access, alignment, façade articulation, building tops, fenestration, materials and finishes and other aspects of buildings are subject to review to meet these requirements.