DRAFT

North Potomac Yard Urban Design Standards and Guidelines

Implementing A Complete Sustainable Community

" … The city is in itself the powerful symbol of a complex society. If visually well set forth, it can also have strong expressive meaning, …The common hopes and pleasures, the sense of community may be made flesh. Above all, if the environment is visibly organized and sharply identified, then the citizen can inform it with his own meanings and connections. Then it will become a true place, remarkable and unmistakable." Kevin Lynch

Adopted by City Council _____ 2010

City of Alexandria Virginia

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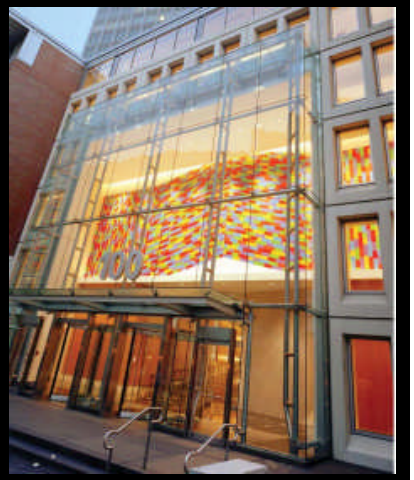
A community defined by transit, retail, open space and design excellence.



I. Acknowledgements

City Council

Mayor William D. Euille
Vice Mayor Kerry Donley
Frank H. Fannon
Alicia Hughes
Rob Krupicka
Redella S. Pepper
Paul C. Smedberg

Planning Commission

John Komoroske, Chair
H. Stewart Dunn, Jr., Vice Chair
Donna Fossum
Jesse Jennings
Mary Lyman
J. Lawrence Robinson
Eric R. Wagner

Potomac Yard Planning Advisory Group (PYPAG)

Joe Bondi
Mike Caison
Richard Calderon
Allison Cryor DiNardo
Darryl Dugan
Garrett Erdle
Bill Hendrickson
Deborah Johnson
John Porter/Mark Krause
Jon Lindgren/Steve Collins
Dan McCaffery
Crystall Merlino
Jennifer Mitchell
Peter Pocock
Mariella Posey
Frederick Rothmeijer
Noah Teates
Eric Wagner, Chair
Maria Wasowski

City Departments

Alexandria Economic Development Partnership, Inc.

Val Hawkins, President and CEO
Stephanie Landrum, Senior Vice President

City Managers Office

Jim Hartman, City Manager
Mark Jinks, Deputy City Manager

Historic Alexandria

J. Lance Mallamo, Director
Francine Bromberg, City Archaeologist
Pamela Cressey, City Archaeologist

Housing

Mildrilyn Davis, Director
Helen McIlvaine, Deputy Director

Planning and Zoning

Faroll Hamer, Director
Jeffrey Farner, Deputy Director
Karl Moritz, Deputy Director
Kathleen Beeton, Division Chief
Tom Canfield, NCARB, City Architect
Valerie Peterson, Principal Planner
Kristen Mitten, Urban Planner
Claire Gron, Urban Planner
Benjamin Aiken, Planning Technician

Recreation, Parks and Cultural Activities

Alisa Carrel, Director, Office of the Arts
Ron Kagawa, Acting Division Chief
Beth Carton, Urban Planner

Transportation and Environmental Services

Rich Baier, Director
Emily Baker, City Engineer
Jim Maslanka, Division Chief
Dr. Claudia Hamblin-Katnik, Watershed Program Administrator
Daniel Imig, Civil Engineer III
Daphne Kott, Civil Engineer III
Yon Lambert, Pedestrian/Bicycle Coordinator
Sandra Marks, Principal Transportation Planner
Dr. Satya Singh, Civil Engineer IV

Consultant Team

Cooper, Robertson & Partners
Kimley-Horn and Associates, Inc.
The Perspectives Group

1 Introduction

A. Intent of the Standards and Guidelines

The Potomac Yard Design Standards and Guidelines are intended to provide requirements and guidance in written and graphic form for private and public projects in North Potomac Yard – Landbay F. Projects within Landbay F are required to comply with all Design Standards and are strongly encouraged to comply with applicable Guidelines to ensure that the built environment exhibits the highest standard of architectural design and sustainability.

The North Potomac Yard Small Area Plan is the overarching policy document that guides development within Landbay F. This document augments the North Potomac Yard Small Area Plan, the CDD Concept Plan and CDD conditions and provides specific requirements for future spaces and buildings within North Potomac Yard. Buildings, open space and the public realm will be evaluated based on compliance with the applicable approvals, requirements and this document.

B. Development Principles

The following general design principles shall be applied as part of the development review process for each building and/or block:

General

1.1 A mixed-use development and concentrations of density and height at strategic locations, including adjacent to the metrorail station.
1.2 Identifiable neighborhoods and a retail core on East Reed Avenue, Main Line Boulevard , connections to the metro station, and to Landbay G.
1.3 Improvement and enhancement of the Route 1 frontage.
1.4 Development of an orthogonal street grid pattern.
1.5 A recognition of the history of the site should provide educational opportunities and inspire creative development and design for the open space , public spaces and buildings.

Figure 1. Overall Concept Plan

General—Continued

1.6 Integrate sustainability practices into site design, building construction, and operational strategies.
1.7 Create a varied mixed use urban environment for each neighborhood that attracts residents, employees and visitors to shop, play, recreate, work, and experience of Potomac Yard as a local and regional destination.

Open Space

1.8 Use of parks as a plan defining element in each neighborhood.
1.9 Create extensive open space opportunities, access to Four Mile Run trail connections and view corridors
1.10 Attention to design of landscape elements as an extension to the building form, with creative and distinctive design fitting the varied settings and history of North Potomac Yard, and the intended programs for active and passive use.

Streets

1.11 A hierarchy of streets.
1.12 Integrate appropriate levels of on– and off-street parking within the overall development, meeting functional requirements while creating a buffer for pedestrians and minimizing the need for underground and/or structured parking.
1.13 Design streets that are pedestrian friendly. Streets need to be designed as low speed, local serving streets that enhance bicycle and transit use.
1.14 Use of innovative green and sustainable materials and design for the streets and sidewalks

Public Realm

1.15 A pedestrian-oriented environment.
1.16 Incorporate the provision of safe, efficient, and convenient pedestrian and bicycle circulation systems that connect activity areas, transit hubs, and open spaces and provide public access to Four Mile Run.
1.17 Sidewalks should be given careful consideration and detail to support the walkability and sustainability of North Potomac Yard.

Buildings

1.18 Create an urban building scale and relationship between buildings, streets and open spaces that ensures and maximizes walkability, creates compact development, and maximizes the use of transit and the Metrorail station.
1.19 Select appropriate building materials, textures, facades, and treatments that work together to establish a high quality urban environment.
1.20 Use variety in building materials, orientation, and dimensions to create an interesting and varied skyline.
1.21 Achieve a balance between the retention and enhancement of natural resources adjacent to Four Mile Run.

2 Neighborhoods—Districts

Intent

A defining element of Alexandria, is the distinct series of neighborhoods. The differences in identity, character and scale of the various neighborhoods compliment each other and contribute to the richness of the urban experience of Alexandria. Building on the City's longstanding foundation of a collection of distinct neighborhoods, the guidelines and standards require the creation of three-distinct urban neighborhoods:

Crescent Gateway Neighborhood

Market Neighborhood

Metro Square Neighborhood

The function of each neighborhood is unique, and the uses and design stratergies employed within each neighborhood are required to be unique and varied in order to reinforce the individuality of each neighborhood. Through the development review process, the individuality of each neighborhood is required to be expressed through the architecture, design, and open space to reinforce the individual character of each neighborhood. The street grid and consistent streetscape will visually unify the neighborhoods, similar to other neighborhoods within the City.

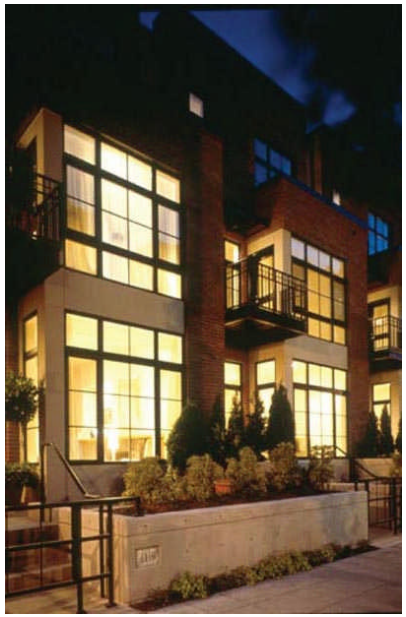


Figure 2. Neighborhoods

Crescent Gateway Neighborhood

The Neighborhood

The defining element of this neighborhood will be the 2.5 acre crescent shaped park that will be a gateway to the City from Potomac Avenue and will also provide a "residential address" and park frontage for this predominately residential neighborhood. The buildings adjacent to the crescent shaped park are required to be curved to reinforce the curved shape of the park. The park and neighborhood will have views of the Nations Capitol and the Potomac River. A school site is reserved within the neighborhood, which, if constructed, will reinforce the residential character of the neighborhood as well as helping to activate the park.

The blocks fronting onto Four Mile Run provide the City with an opportunity to reclaim a part of its waterfront as envisioned by the *Four Mile Run Master Plan and accompanying Design Guidelines*.

The neighborhood will reflect the spirit of the city's traditional open space oriented neighborhoods and create a unique and desirable place to live within North Potomac Yard.

The Street and Block Plan

The Street and Block Plan will primarily orthogonal, except in curved street (Crescent Place) adjustment to the Crescent Park. A portion of this neighborhood contains Water Street. (See Figure 3)

Figure 3. Crescent Gateway Neighborhood

A residential neighborhood defined by the Crescent Park, curved building forms and relationship to Four Mile Run

The Neighborhood Parks

Crescent Park

This 2.5 acre park is required to be located in the northeastern portion of the neighborhood and serve as a focal element of the neighborhood and a connection to the adjoining Landbay-K. This park is required to be crescent shaped and incorporate a water-storm water amenity as part of its design. No more than 50% of the park may be occupied for water-storm water amenities. The southern portion of the park will be bordered by a street with on street parking on the building side. A prominent location in the Crescent Park should be reserved for a possible civic use. The enhancement of additional open space, less impervious surfaces, and elimination of the surface parking, additional landscaping, and trails will help to revitalize Four Mile Run.

As part of the Four Mile Run improvements, the bridge crossing Four Mile Run will be required to be incorporated as part of the open space design. There is additional City owned land north of this bridge, which is required of this developer to be designed and developed to enhance the visual, open space, and recreational qualities of this neighborhood.

Other Parks—Open Space

In addition to the Crescent Park, a ground level open space– park is required to be located on the central portion of Blocks 2 and 5 as well as the internal portions of blocks 6 and 9. The open space-parks are required to be publically accessible through the provision of a perpetual public access easements. Units and uses adjacent to the park are required to provide active uses and entry ways from the park frontage to the greatest extent feasible.

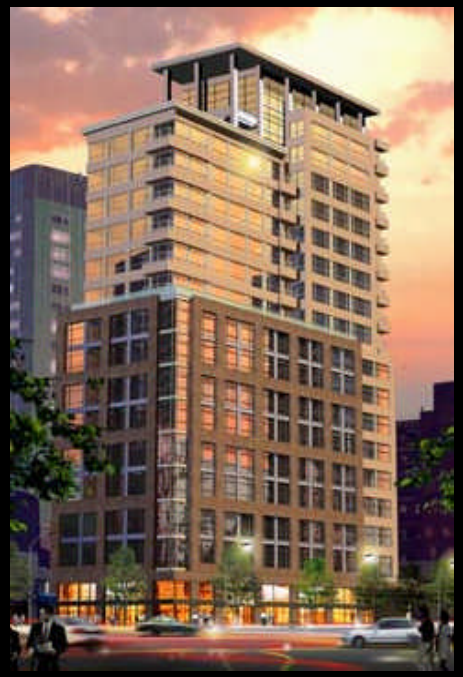
The Buildings

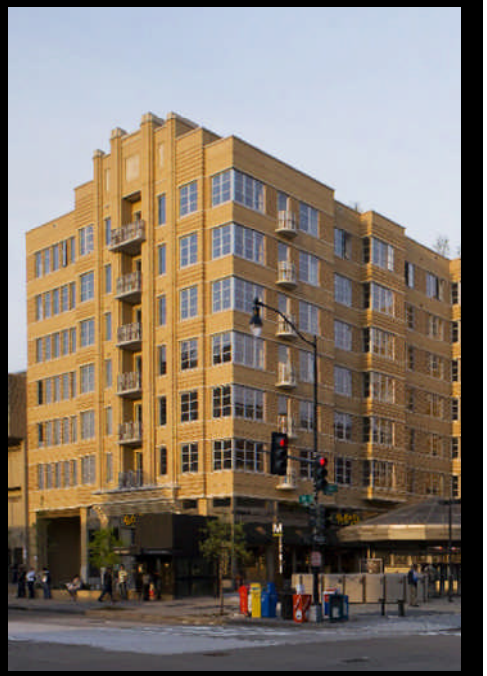
The neighborhood is intended to be a primarily residential neighborhood, ranging from townhouse scale elements at the street to larger multi-family buildings. The building types for this neighborhood will consist of predominately medium and large multi-family buildings. The tallest building within the neighborhood is 250 feet which is permitted on Block 2 to screen the electrical substation and provide a visual terminus for Main Line Boulevard. The tallest buildings are located within the central portion of the site to enable the adjoining buildings to "step-down" in height to Route 1 and the George Washington Memorial Parkway.

Because of the height of Block 2, 3, 4 and 5 , the skyline of these buildings will be important, and it is essential that these blocks comply with the building top-skyline requirements (Section 6, pg 56).

Block 3 is required to be angled (See overall Concept Plan) to create a gateway building form and open space on Route 1 It is anticipated that redevelopment on the western side of Route 1 could provide a similar gateway treatment as part of the redevelopment of the properties.

Parking and service are required to be from internal alleys and in no case is parking, loading, and/or service uses permitted to front onto the Four Mile Run park–open space frontage (see the *Four Mile Run Design Guidelines*) for applicable requirements adjacent to Four Mile Run.





Market District Neighborhood

The Neighborhood

Serving as a primary local and regional retail shopping destination within North Potomac Yard, the neighborhood will include a mixture of shops, offices, restaurants and possible civic uses and a central open space.

The retail core will have the most mixed-use of all of the neighborhoods, offering a range of housing choices to residents in addition to office and the local and regional retail uses.

The Street and Block Plan

The street and block plan will be orthogonal. The extension of Reed Avenue to Potomac Avenue is required and will be a full signalized intersection on Route 1 and Potomac Avenue. New Street B and New Street C are signalized intersections and their designation as a "C" streets will enable these streets to function as a primary road for access to the significant amount of retail with in the neighborhood. New Street C and New Street B form the outside perimeter of the neighborhood. New Street D– an important visual and physical corridor between the two parks, is located on the eastern portion of the neighborhood.

Figure 4. Market District Neighborhood

The retail "heart" of the community

The Neighborhood Parks

The neighborhood is located around a centrally sited park. The central park–open space has been configured in a way that will enable the adjoining streets within the central block to perhaps be periodically closed for events such as a farmers' market, antique car shows, etc. The street framework and central open space need to be designed to accommodate civic uses and concerts for the neighborhood to create an exciting retail and cultural destination within North Potomac Yard.

The Buildings

The tallest buildings are located within the central portion of this neighborhood to denote the symbolic center of this neighborhood. Buildings on Route 1 are generally 50-60 ft. ft with taller (90 ft.) gateway buildings on East Reed to provide visually prominent building forms at the entrance to the primary retail street. Building heights step down to the west and the George Washington Memorial Parkway to the east.

Metro Square Neighborhood

The Neighborhood

This neighborhood will be located adjacent to the metrorail station, one of only two infill stations to be constructed since the creation of the metrorail system. A defining element of the neighborhood is the approximately one acre open space plaza surrounded by streets and buildings on each of the four sides.

Because of the proximity to the planned metrorail station, this neighborhood is one with higher density, that includes generally continuous building frontages. The uses planned for the neighborhood are predominantly office, although it is essential that a mix of residential uses and ground floor retail be provided within the neighborhood. While a higher percentage of office use is required within the neighborhood, retail and entertainment uses are also required to ensure ground-level activity and add night time activity to balance the office use. The entertainment uses will capitalize on office parking that will not be as heavily used during evening hours.

In addition to the metrorail station, dedicated transit (bus and/or street car) will serve the neighborhood with stops focused around the future metrorail station which will function as a transit center for Potomac Yard, the adjoining neighborhoods and the City.

Figure 5. Metro Square Neighborhood

The office and entertainment district

The Street and Block Plan

The street and block plan will primarily orthogonal, except in the location of the metro station and the metro square park. Potomac Avenue is curved, which aids in reinforcing the curvilinear nature of the park frontage . Evans Lane and New Street D are angled to frame the park. Evans Lane is an important pedestrian pathway to the metrorail station from the adjoining Del-Ray and Lynhaven neighborhoods. The median in Potomac Avenue is eliminated to minimize the pedestrian crossing to the metrorail station.

The Neighborhood Park

The buildings surrounding the square park are required to be configured in footprint to reinforce the square shape of the park. The Metro Square Park is intended to be an urban park with a combination of active and passive uses. A portion of the park is intended to be a water –stormwater detention and serve as a visual extension of New Street D to connect the Crescent and Metro Square Parks.

The Buildings

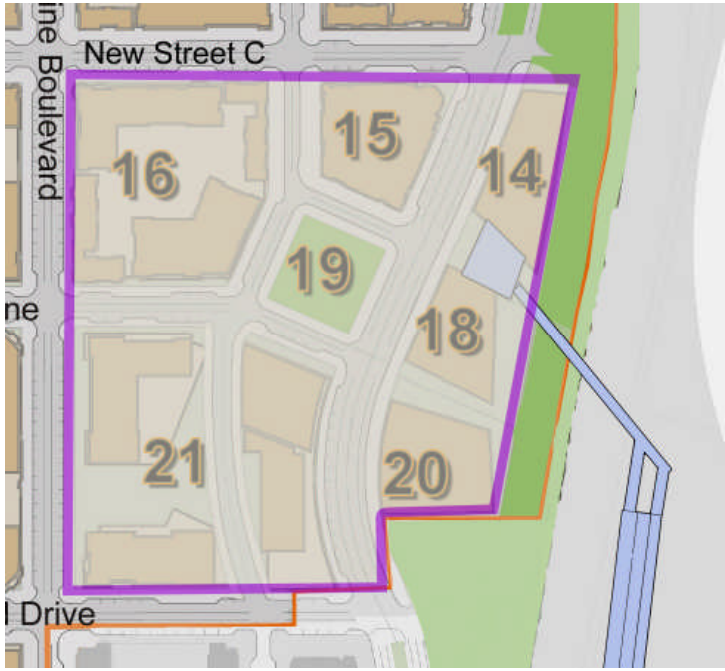
Because of the existing FAA height restrictions, the majority of the blocks within this neighborhood will be similar heights ranging from approximately 90 to 110ft., resulting in a neighborhood that will be characterized by Washingtonian scale buildings. Many neighborhoods within great cities are comprised of neighborhoods with generally consistent heights framing beautiful streets. While four of the blocks will have similar heights, the remaining thirteen blocks within North Potomac Yard are required to have varied heights.

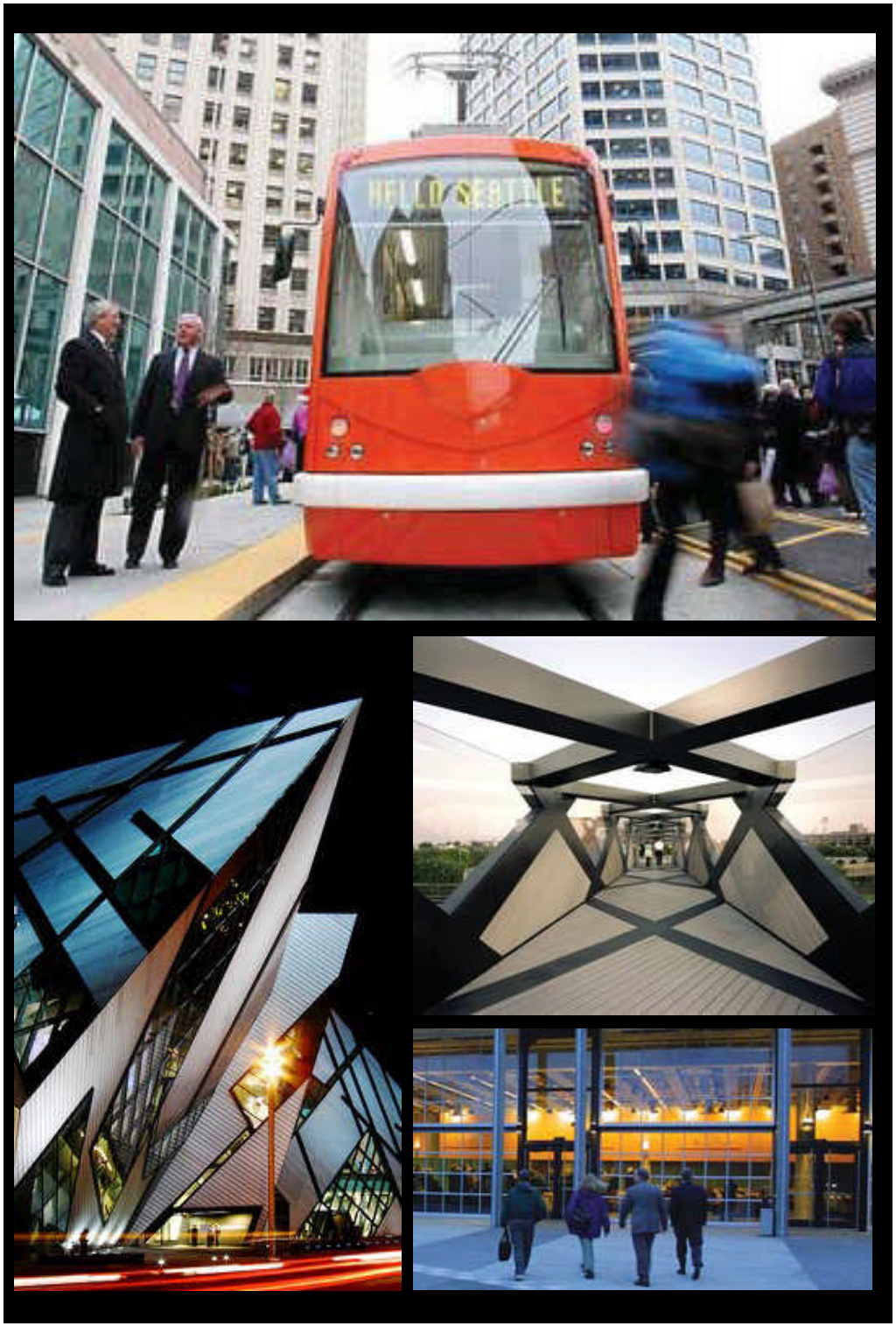
Because of the similar heights within the neighborhoods, it is essential that the curved forms of blocks adjacent to the metrorail station be expressed. The curved building forms are required to ensure that the area adjacent to the metrorail station is a distinctive and memorable portion of the neighborhood and on Potomac Avenue. The horizontal building forms also present an opportunity to incorporate the transportation future and railroad history through the expression of the buildings.

Metrorail Station

The area, block, streets, and open space surrounding the Metrorail station are subject to the flexible zone as defined in the North Potomac Yard Small Area Plan and the accompanying CDD—Coordinated Development District Zoning. While flexibility is permitted surrounding the Metrorail station, this area will be one of the most important civic areas within Potomac Yard. Therefore, it is critical that the building forms be memorable, the civic spaces be urban and high quality, and the area around the Metrorail station function as an urban, pedestrian-oriented transit hub for the City.

Figure 6. Flexible Zone





Route 1 Frontage

While not a separate neighborhood, the Route 1 frontage is a visually prominent frontage for the City and the region and will serve as the "front door" for North Potomac Yard. As a gateway entrance for the City, the image of Route 1 will be improved with the streetscape and building requirements. Buildings and uses are required to provide frontages on Route 1, including the provisions of front doors, entryways and retail uses.

The moderate heights on Route 1 are proposed to provide a transition in scale to the established neighborhoods of Lynhaven, Hume Springs and Del Ray.

Route 1 is designated as an "A" Street within the street hierarchy, which requires the highest level of architectural treatments for the facades, and prohibits buildings from turning their "backs" on Route 1. The buildings will be setback a minimum of 25 feet from the curb on Route 1, providing a double row of street trees and a 10 ft. wide sidewalk on the frontage similar to the Route 1 frontage on the remainder of the Yard. The street trees will need to be coordinated with existing underground 230 KV line which is located along the entire Route 1 frontage. In addition to the highest quality of architectural facades, and entry ways, the buildings on Route 1 will be required to provide significant window openings, transparency and active uses for the Route 1 facades

An office and entertainment district with ground floor retail centered on the metro station and transit.

3 Plan Framework

"If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places."- Fred Kent

The plan framework uses streets and open space as the primary organizing elements for North Potomac Yard. The street network, along with the extensive public realm, the hierarchy of views, the massing of structures, and the building typology are all focused on establishing inviting, accessible, varied and interesting open spaces and public realm. This street and open space framework will be the basis on which each of the neighborhoods is constructed.

Similar to other Alexandria neighborhoods such as Carlyle, Del-Ray and Old Town, the street grid will be established which will serve as a unifying element for the neighborhood and buildings are constructed within the street grid. This will also be the case for North Potomac Yard.

3.1 As part of the approval of the *North Potomac Yard Small Area Plan*, CDD Concept Plan and the Design Standards and Guidelines, the streets within Landbay-F are required to be constructed in the locations depicted in the approved CDD Concept Plan dated _____ prepared by _____ and in the dimensions configured in the required cross-sections outlined below.

Figure 7. Framework Streets and Block Plan

A. Framework Streets – Street Hierarchy

A hierarchy of streets is required to maintain a high-quality street environment and address a variety of needs – from the most prominent pedestrian and vehicle streets, to streets which provide parking and service access and functions. The streets vary in width depending on their function and scale of the adjoining buildings.

"A" streets are the most prominent, and create an "address" for the important buildings in each neighborhood. "B" streets connect "A" streets to each other and to service streets, and provide pedestrian and vehicular circulation for each of the neighborhoods. "C" streets provide a means of access and service entries to alleys as well as tertiary streets for the neighborhoods. "C" streets are the least public in nature of all of the streets and, therefore, the least restrictive in design. The "C" streets allow the "A" and "B" street frontages to function as more public primary streets. Internal alleys are required for each block to enable the loading, servicing and other vehicular functions to be located away from the pedestrian realm.

Standards

3.2 On "A" Streets

Curb cuts, entrances to parking garages and service bays are prohibited. "A" streets are subject to the highest design standards:

- Buildings shall front the street.
- Active uses shall be located on all street frontages for all levels.
- The highest quality of architectural façade and streetscape treatment shall be used.

3.3 On " B" Streets

- Buildings shall front the street.
- Active uses shall be located on all street frontages for all levels
- A maximum of one curb cut per block shall be permitted on each side of the street. This curb cut shall be for the central alley, and only if the curb cut cannot be located on a "C" Street.
- Main building and pedestrian entrances shall be located along B street frontages unless adjacent to a "A" street.
- A high quality of architectural façade treatment is required.

3.4 On "C" Streets

- Curb cuts for internal alleys and service should be located on these streets, unless infeasible.
- All access to service and garages shall be from an internal alley within each of the blocks.
- The internal alleys shall be designed and constructed in a manner to ensure that they will provide shared access for adjacent properties and buildings within the block.

3.5 Locate and screen utility boxes, meters, and surface transformer switching pads within the central alleys to minimize their visual impact. Coordinate their location with the respective utility company early in the site plan review process.

Figure 8. Street Hierarchy Plan

** The internal alleys required by 4.4 are not depicted in Figure 3. The final location of alleys will be determined as part of the development review process for each block.*

B. Permitted – Required Block Sizes

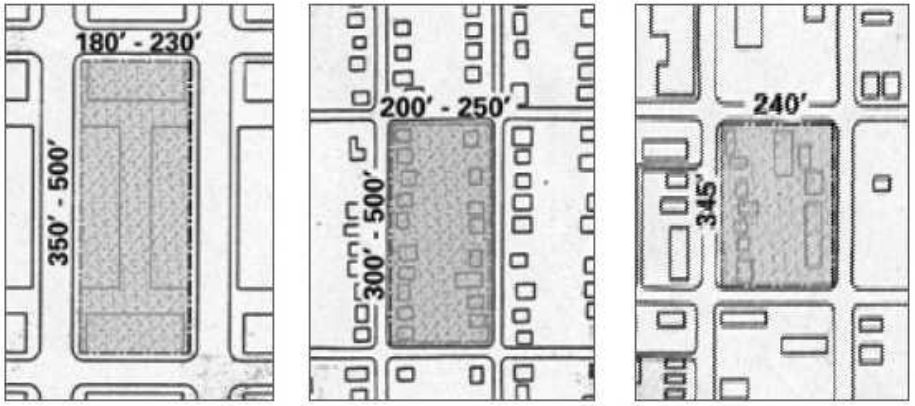
One of the measures to ensure that Landbay-F will develop as an urban, pedestrian-oriented series of neighborhoods is to require urban, human scaled block sizes for each of the neighborhoods. Through the placement of the required framework streets, the block sizes are generally 300 feet by 300 feet or roughly the size of blocks within the surrounding communities of Old Town, Lynhaven and Del Ray, which are used as national planning models due to their block size and associated walkability. For comparison purposes, the block sizes within the adjoining Crystal City development are approximately 600 x 600ft, which creates unurban megablocks within the development.

It is likely that the plan area will take 20 to 30 years to fully implement the vision of the Plan. Over this period, it will often be more expeditious or cheaper to create larger "mega blocks" to accommodate development or different uses throughout the redevelopment of the site. However, similar to Old Town, Del Ray and Carlyle, the North Potomac Yard Plan and this document require that development occurs within the established street grid. While the North Potomac Yard Small Area Plan acknowledges the need for some flexibility, block sizes and the framework street location is not an area where flexibility should be permitted.

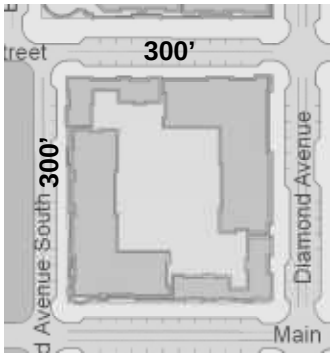
Standards

3.6 The CDD Concept Plan requires block sizes to be approximately 300 x 300ft. (See Figure 2) as generally depicted in Framework Streets and Block Plan

Figure 9. Block Comparisons



Potomac Yard Block Del Ray Block Old Town Block



North Potomac Yard Block

C. General Land Use Plan

The land use plan requires certain uses for certain blocks, although the majority of blocks are intended to be flexible and permit office and/or residential uses. See Figure 7 for the required ground floor retail uses.

Standards

3.7 Residential Use is required for Blocks 2, 5, and 6

3.8 Hotel use is required for Block 3

3.9 Office use is required for Blocks 14, 15, 16, 18, 20, and 21

3.10 Blocks 7, 8, 9, 10, 11, 12, 17, 22, and 23 are permitted to be office and/or residential. The final use will be determined as part of the development review process for each block.

Figure 10. General Land Use Plan

D. Required and Preferred Retail Locations

Required retail is concentrated on Reed Avenue, Main Line Boulevard, and the streets connecting to the metrorail station and Landbay G. North Potomac Yard is envisioned as a retail entertainment core, with destination retail. The Market Neighborhood is the primary concentration of retail, with Reed Avenue serving as a central spine for the retail.

Standards

3.11 Retail areas are required to provide a minimum of 20 feet clear interior heights and a minimum depth of 50 feet, with up to 80 ft of retail depth which may be required as part of the development review process.

3.12 A minimum of 75% glazing is required for retail storefronts along the streetwall. (Also see requirements for retail storefronts Chapter ____)

3.13 Retail shall provide a minimum 40 foot storefront extension around the corner from a street—open space where retail is required to be provided.

3.14 For Preferred Retail locations, the retail is strongly encouraged. However, if the applicant can demonstrate that the retail is not feasible as part of a development special use permit process, uses other than retail may be permitted. However, the height and depth of the ground floor spaces (regardless of use) shall be designed in a manner that will not preclude future retail and comply with all applicable requirements of the retail requirements herein.

3.15 Ground floor retail uses may be provided in locations other than the Required or Preferred Locations, however, the retail must deducted from the permitted square footage on the block as part of a development special use permit process.

See Chapter ___ for Retail Storefronts and Chapter ____ for Retail Signage guidelines.

Figure 11. Preferred Retail

E. Large Format Retail Uses

Within the North Potomac Yard it is envisioned that several large format retail tenants (footprint exceeding 20,000 s.f.) could be located within the Metro Square and/or Market neighborhoods. The requirements below identify the required configuration for larger retail tenants.

Standards

Two Level Stores

3.16 Larger format retailers are encouraged to be multiple (two or three) levels rather than a single level to better integrate within the urban street grid and neighborhoods. If located on two levels, the larger format retail use is required to provide active uses and windows for a minimum of 50 % of the second level street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. The first floor is required to comply with the applicable ground floor retail standards. (See Figure 8)

Second Level—Interstitial Retail

3.17 To the extent that larger format retailers cannot be located on multiple levels , the tenants shall explore the possibility of locating the retail on a second interstitial level above smaller retail uses on the ground floor, with an entry on the primary street frontage (based on street hierarchy). The second level of interstitial retail is require to provide active uses and windows for a minimum of 70 % for each street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. (See Figure 9)

Single Level At-Grade - Ground Floor

3.18 The least desirable of the options is that the larger format retailers be provided on a single level at grade. This approach is only permitted if the Director of Planning and Zoning determines that this is the only feasible and practical alternative as part of a development special use permit process. The at-grade-ground floor uses for each street frontage will be required to provide active uses and windows and doors for a minimum of 90 % of the street frontage. The remainder of the façade shall not be a blank façade and shall include elements such as display windows, murals and glazing. (See Figure 10)

Figure 12. Two Level Stores

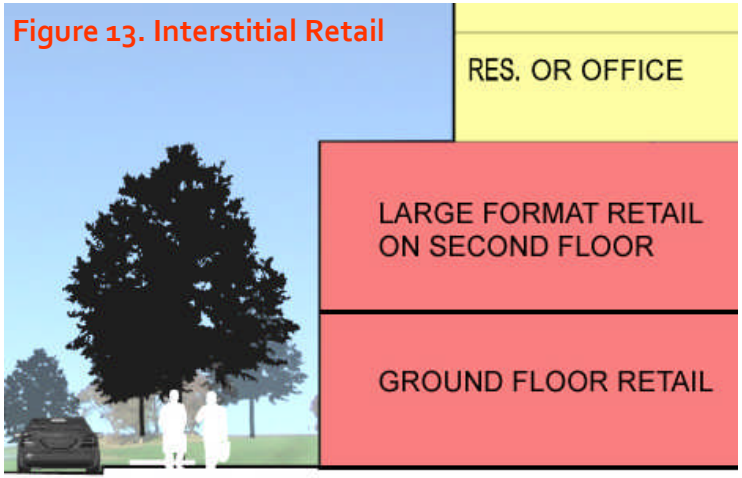


Figure 13. Interstitial Retail

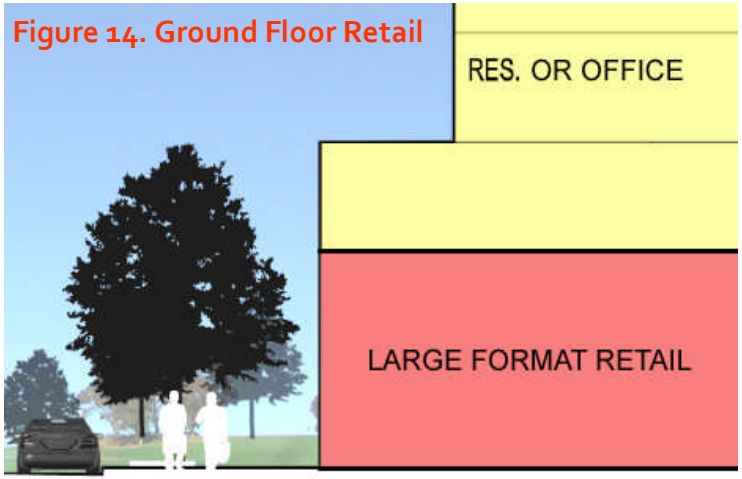


Figure 14. Ground Floor Retail

F. Height

Figures 15 and 16 depict the permitted maximum and minimum height within each block. Also see Building Form for other applicable height provisions and requirements for each block.

Figure 15. Maximum Building Heights (Feet)

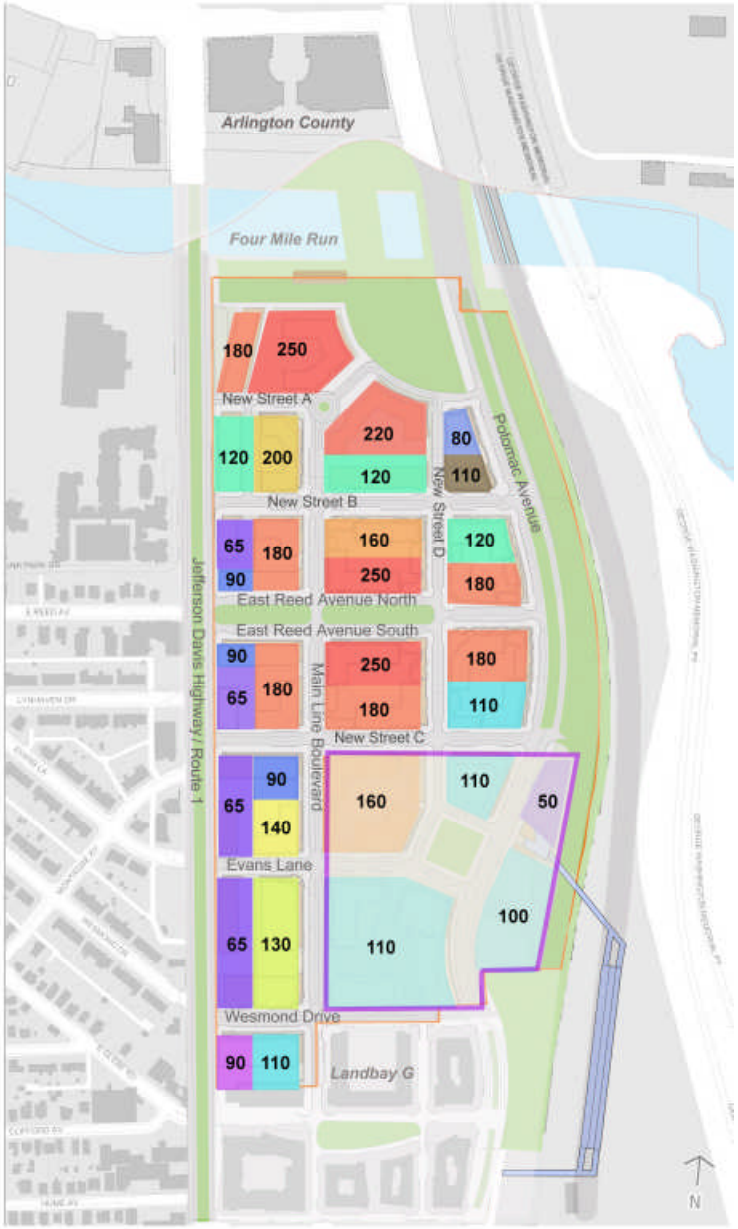


Figure 16. Minimum Building Heights (Feet)

G. Gateway Elements and Signature Facades

Intent

Similar to Old Town, the east-west streets generally terminate visually towards the Potomac River and the Linear Park (except within the Metro Square Neighborhood) providing water and open space views for many of the streets and neighborhoods. The Gateway locations and vistas are defined by their strategic location and relationship to adjoining public streets and open space. Special elements such as towers, gateway elements or unique architectural expressions are required at these locations. These features draw attention to specific points of interest and mark the location of "entries" and "places" for each of the neighborhoods and for the important corridors. In addition, architectural significant facades that are visually and physically prominent "faces" and "edges" of the plan and require the highest level of design excellence and materials. The façade features shall feature the innovative use of materials and design.

Standards

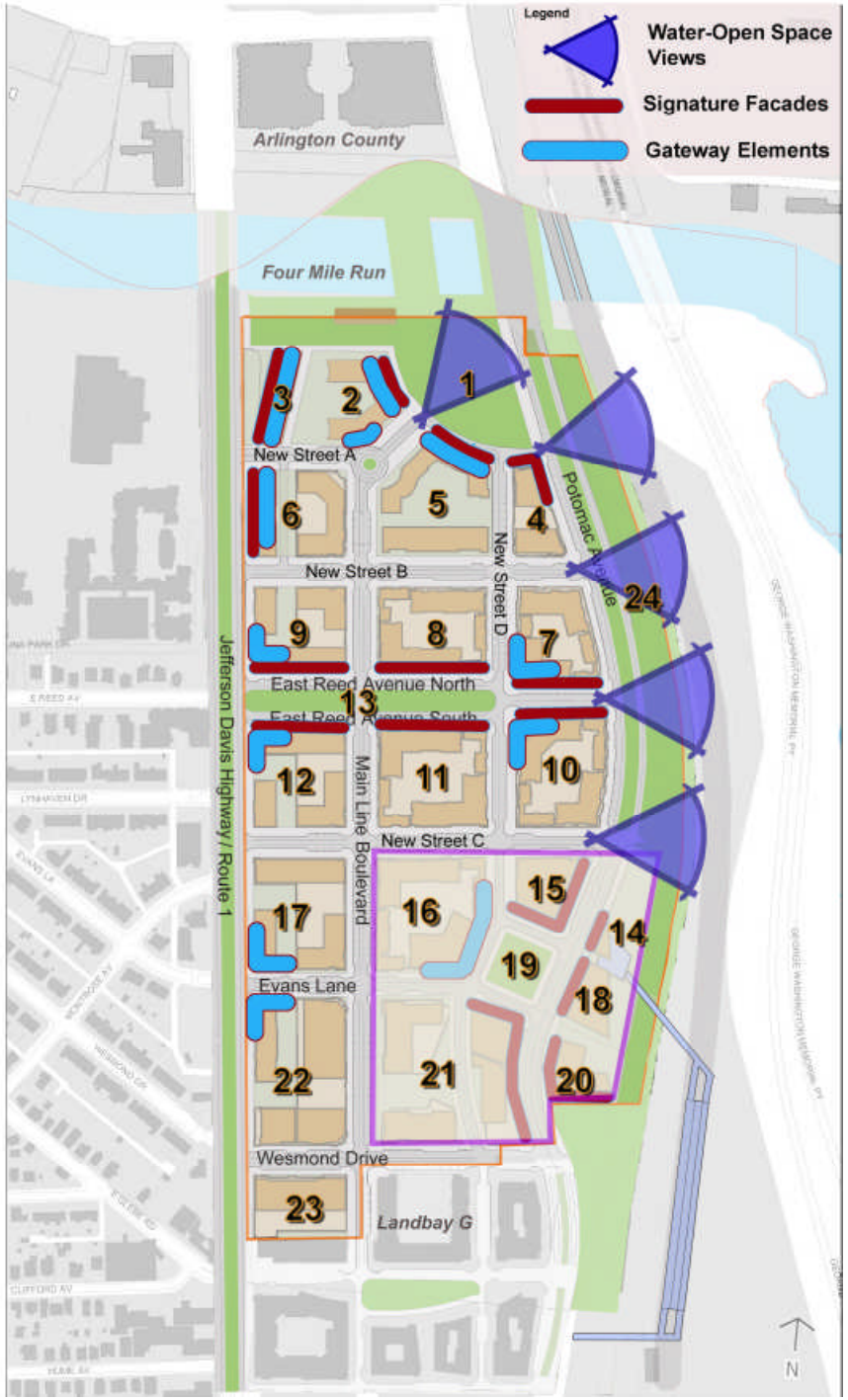
3.19 Signature facades require the highest level of design, excellent materials, and the innovative use of materials.

3.20 The locations with required gateway element(s) shall provide distinctive three-dimensional forms, unique shapes and materials to reinforce the significance of each location. The gateway element shall be proportioned to the size and scale of the building.

Guidelines

3.21 Blocks and buildings should also explore the use of secondary gateways which are elements that define an "edge" or create a pass- through for pedestrians. Secondary Gateways should have qualities that make them distinct from other streetscape pieces and from other gateways i.e. larger, taller, specialty lighting, change of materials.

Figure 17. Gateways, Facades, and Vistas



H. Development Summary

This chart reflects the development parameters for each of the blocks. While the table depicts the maximum square footage and/or dwelling units (du's) for each block, the final permitted square footage and/or dwelling units for each block will be subject to compliance with the applicable design standards for each block as part of the development review process for each building and/or block.

Figure 18. Development Summary Table

Block #	Principal Land Use	Office SF	Residential SF (DU)	Office or Residential SF (DU)	Retail (SF)	Hotel (SF)	Total [3]
1	Open Space			(Crescent Park)			
2	Residential	0	500,000 (500)	0	0	0	500,000
3	Hotel	0	0	0	0	170,000	170,000
4 [1]	Community Facility/ Public Building	0	0	0	0	0	0
5	Residential	0	600,000 (600)	0	0	0	600,000
6	Office / Residential	110,000	0	250,000 (250 DU)	35,000	0	395,000
Crescent Gateway Neighborhood		**110,000**	**1,100,000 (1,100)**	**250,000 (250 DU)**	**35,000**	**170,000**	**1,665,000**
7	Office / Residential	0	0	320,000 (320 DU)	90,000	0	410,000
8	Office / Residential	0	0	690,000 (690 DU)	110,000	0	800,000
9	Office / Residential	55,000	0	260,000 (260 DU)	40,000	0	355,000
10	Office / Residential	0	0	330,000 (330 DU)	160,000	0	490,000
11	Office / Residential	0	0	700,000 (700 DU)	120,000	0	820,000
12	Office and/or Residential	55,000	0	295,000 (295 DU)	50,000	0	400,000
13	Open Space			(Market Greens)			
Market District Neighborhood TOTAL		**110,000**	**0**	**2,595,000 (2595 DU)**	**570,000**	**0**	**3,275,000**
Metro Flex Zone (Blocks 14, 15, 16, 18, 20 & 21) [2]	Office	1,100,000	0	300,000 (300 DU)	190,000	0	1,590,000
17	Office / Residential	60,000	0	250,000 (250 DU)	50,000	0	360,000
19	Open Space			(Market Square Park)			
22	Office	370,000	0	0	65,000	0	435,000
23	Office	180,000	0	0	20,000	0	200,000
Metro Square Neighborhood TOTAL		**1,710,000**	**0**	**550,000 (550 DU)**	**325,000**	**0**	**2,585,000**
24	Open Space			(Landbay K extension - Potomac Yard Park)			
Totals							**Total (SF)**
		1,930,000	**1,100,000**	**3,395,000**	**930,000**	**170,000**	**7,525,000**

NOTES:

1. Community facilities, public buildings and accessory uses may be provided on any block and are not deducted from the maximum permitted development; however the uses will be subject to the height requirements, design guidelines and other applicable elements as part of the development review process. Block 4 is reserved as a possible school site.
2. The blocks located within the Metro Flex Zone are defined herein and the final block configuration and number of blocks will be determined as part of the rezoning and development review process.
3. The maximum amount of development shall be 7,525,000 sf; however the amount of permitted development within each block is conceptual. The final amount of development may be permitted to be transferred from block to block and will be determined as part of the rezoning for the subject property and development special use permit.
4. In addition to the maximum amount of development, a minimum amount of density is required for each block pursuant to the minimum heights and other applicable requirements.
5. Section 7-700 of the zoning ordinance is not applicable to North Potomac Yard (Landbay F).

4 Open Space

Great public spaces are the living rooms of the City - the places where people come together to enjoy the city and each other. Public spaces make high quality life in the city possible - they form the stage and backdrop to the drama of urban life and activity. Public spaces within North Potomac Yard will range from a large city-wide park adjacent to Four Mile Run to local neighborhood parks and pocket parks.

While buildings are important visual elements, the design of the public realm is critical in establishing the visual context and overall character of North Potomac Yard. The physical design and character of the public realm contributes a great deal to the perceived unity of North Potomac Yard its quality, and its identity as a unique place. Varying in size and character, the parks will range from primarily hardscaped urban plazas, central courtyards, and pocket parks, to the large park adjacent to Four Mile Run.

Standards

The quality of open space on a parcel is only as good as its design and landscaping. All public spaces should include as many of the following design elements as possible:

- **4.1** High visibility through the space from sidewalks, streets and buildings, accessible to all.
- **4-2** Sustainable design – plants requiring minimal maintenance, manipulation of rainwater for natural irrigation, plants that provide pest control and require little non-organic treatment.
- **4-3** Opportunities for shade or sun, with water elements to offer a sensory change and softening of urban noise and wind protection.
- **4-4** Range of active and passive uses with the necessary infrastructure to promote flexibility.
- **4-5** Opportunities for art placement.
- **4-6** Seamless integration with adjacent public right-of-way space.
- **4-7** Be physically (except for environmentally sensitive areas) and visually accessible, and shall be designed to invite people of various ages and mobility.

Parks and open space are the defining element of each neighborhood

4-8 Spaces should be designed for their intended function; for example, plazas should be designed with adequate amounts of hardscape to accommodate public gatherings; large greens or parks should minimize hardscape areas that will detract from their intended appearance as a green oasis dominated by native vegetation, some lawn areas, and trees.

4-9 Spaces should not be overly designed and/or landscaped with structures and planting that will block visibility to storefronts, public art, or important vistas.

4-10 Spaces should be designed with consideration for climate and sun exposure during different seasons of the year.

4-11 Where appropriate, take advantage of views from open spaces to visually link these spaces with the public realm and special sites within the rest of Potomac Yard.

4-12 Space design should give careful consideration to maintenance.

4-13 Spaces should provide for a variety of seating locations, orientations, and arrangements, including primary seating (benches and chairs with backs) and secondary seating in the form of steps, planters, and walls.

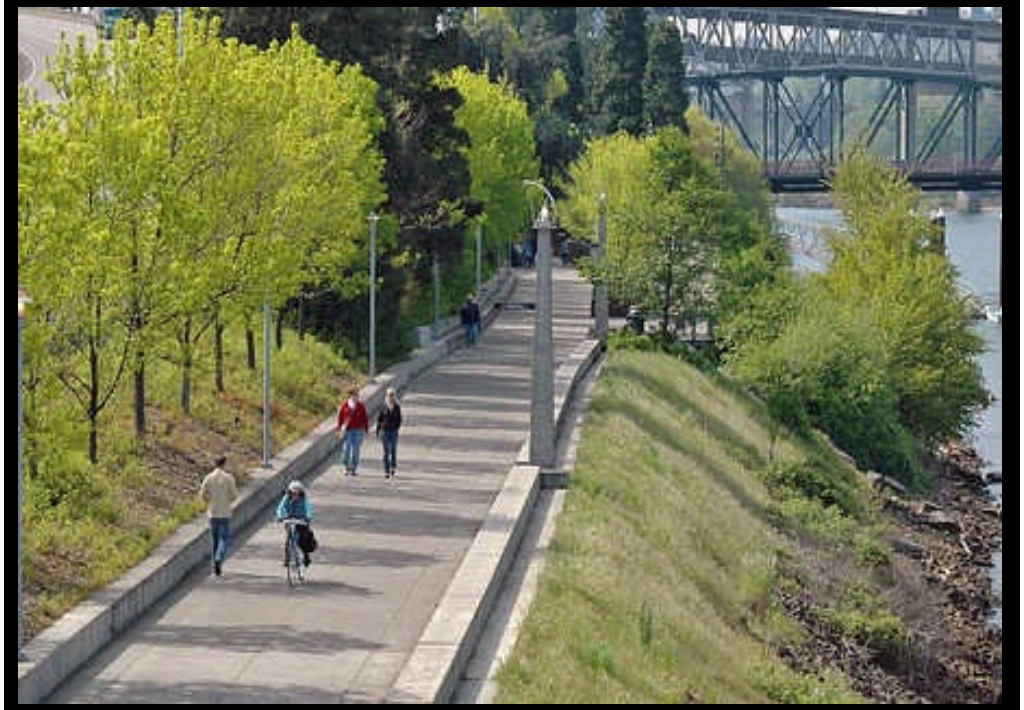
4-14 Materials shall be selected that are durable and appropriate for the scale and context of Potomac Yard. Materials should be typical of the types used in the construction of urban spaces. Although materials must be suitable for significant pedestrian use, their quality and appearance shall reflect their importance as open space within the public realm.

4-15 Walls should be constructed of brick, stone or other highly finished, appropriate material.

4-16 Pavement in open space shall be brick, stone, concrete pavers, or concrete. Large expanses of concrete without details, scoring patterns, or brick/stone banding are prohibited.

4-17 Pervious materials are required for paths in parks and natural areas.

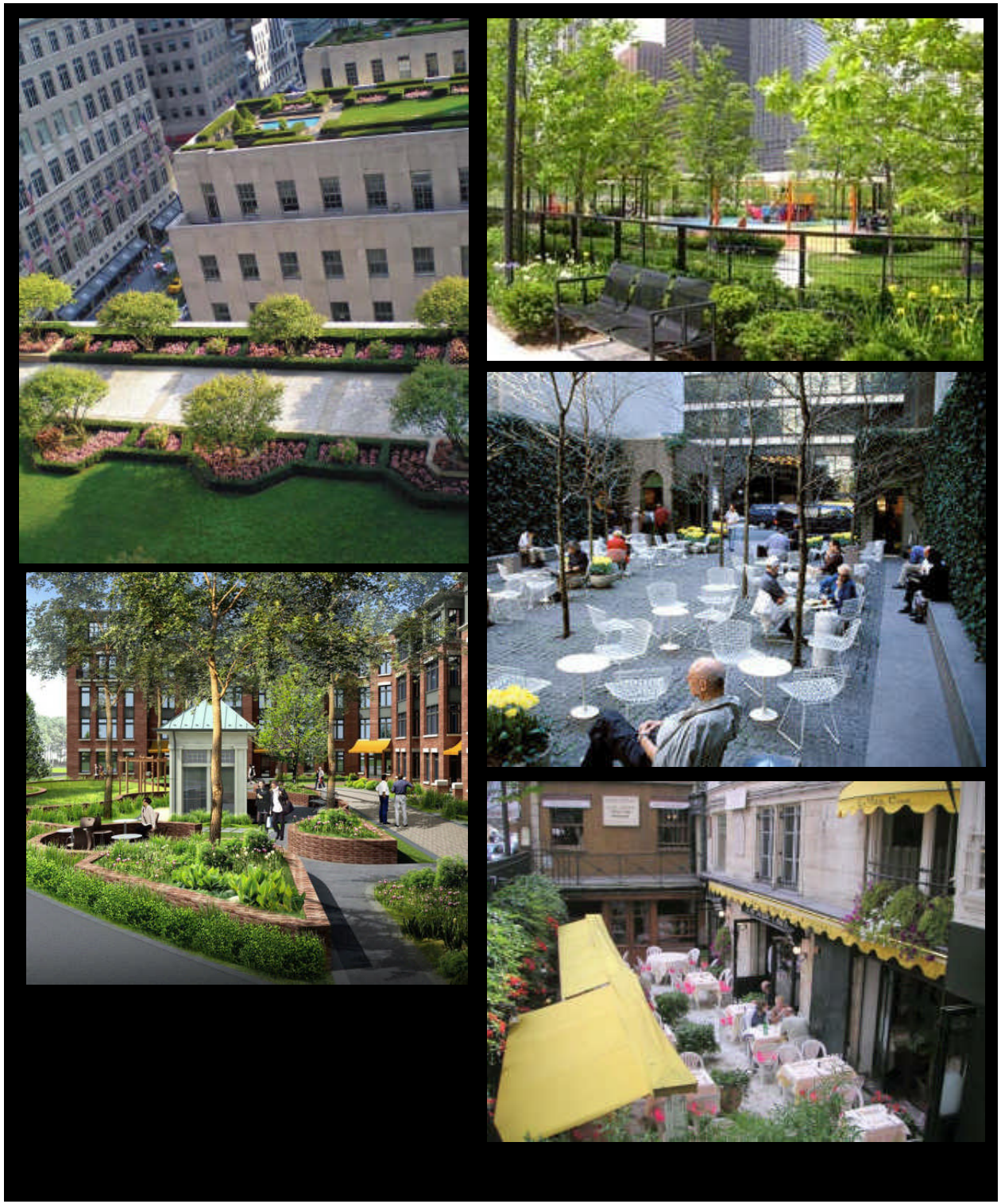
4-18 Children of all ages should have easy access to appropriately located, designed, and landscaped outdoor play areas suited to their development and play needs.



Internal Courtyards—Parks

Pocket Parks

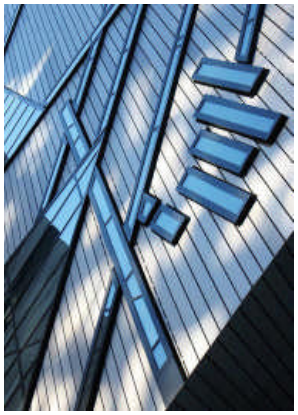
Roof Top Open Space

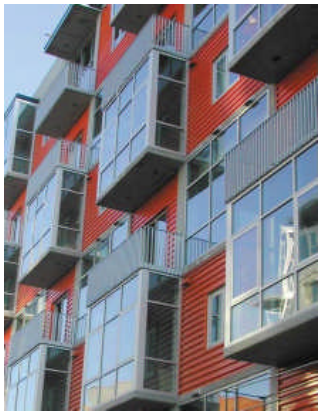


5 Urban Design -

Building Character

"If buildings are beautiful, higher density compounds that beauty. Conversely, if buildings are ugly, higher density compounds that ugliness." - Vince Graham





The character, image, and marketability of North Potomac Yard will be shaped in large part by the quality of the buildings and public spaces. The standards and guidelines require that new buildings employ the best of contemporary design along with the latest environmentally sustainable building approaches. The varied design of each building will provide variety and can also reinforce the unique character of each neighborhood. New buildings are encouraged to integrate Potomac Yards' transportation and railroad heritage while also seeking bold and adventurous designs that enhance the distinctiveness of each neighborhood. Once a building massing has been defined, architectural details, including façade variation, materials, and window treatment will define a building's identity. Buildings are required to be well detailed with durable materials that can be appreciated when viewed as part of the distant skyline, or at the most intimate level by the pedestrian.

General Standards

5.1 Each building is required to be designed to be unique and not share a design approach with other buildings in order to avoid a campus-like setting.

5.2 Buildings are required to be differentiated within each block.

5.3 Materials shall be selected for their sustainable properties durability, and be appropriate for the urban scale and context. They shall be consistent with materials that are typically used in the construction of urban buildings.

5.4 Buildings shall express the sustainability of its building and site through the materials and the design expression of the building.

5.5 Buildings shall provide architectural scaling and material elements to reduce the appearance of the height and length of building facades through the use of changes in wall plane, height, and materials.

5.5 All building materials shall be used to express their specific purpose and express the tectonic nature of the materials. For example, heavier materials support lighter materials.

5.6 All buildings greater than 100 feet in height shall have a clearly defined base, middle, and top. Buildings shall have a greater number of stories for their base and top and use expression lines (such as a horizontal band, projecting material, shift in vertical plane, change in building material, or other treatment) to delineate the divisions between the base, middle and top.

5.7 Buildings shall consist of high quality, durable materials for each façade which shall consist of the following:

- Brick, glass, stone, wood, precast and/or metal.
- Utilize stone, metal or similar durable materials for trim.
- Prohibited materials include synthetic stucco, fiber cement board, lap siding, regular ground or split face CMU, and masonry units of a size of 8" x 16".

5.8 HVAC and mechanical equipment shall be integrated into the overall building design. Wall units shall be prohibited, unless recessed within a balcony.

5.9 Sides and rears of buildings that are visible from the public right-of-way or public open space shall be designed in a compatible manner utilizing a similar architectural treatment as the primary facade. Blank facades are prohibited for any frontage.

5.10 Exposed foundations are prohibited.

5.11 Block or multi-building projects shall compose facades as a series of smaller adjacent facades to be designed as a collection of buildings.

A. Building Streetwall

Alexandria's urban building form consists of buildings generally aligned parallel to the street, with a generally consistent setback from the sidewalk. This pattern clearly defines the street edges and reinforces the public street with a sense of spatial definition to enable the street to function as an outdoor room and reinforce pedestrian activity on the sidewalk.

The design, location and quality of generally the building adjacent to the street – the streetwall – is the portion which is experienced the most by pedestrians and should be the area within the building façade which is given the most attention and the highest quality design and materials.

While maintaining the streetwall is important, it is also important that some of the buildings have building breaks, front yards, alleys, recesses, and courtyards to reinforce the character of each neighborhood and to provide a variety of landscaping and building forms for each street and neighborhood. The streetwall graphic (Figure 19) establishes the range of minimum and maximum streetwall heights.

Standards

5.12 Each building shall provide streetwall heights as depicted on the streetwall height diagram (Figure 14) for each street frontage.

5.13 Active uses shall be provided for a minimum depth of 30 ft. for residential uses and/or office uses and retail uses. Active uses shall be required for all street, open space, and park frontages for each level of the building.

5.14 For "A" Streets a minimum of 90% of a building's streetwall shall be parallel to the right-of-way line and constructed within the required range of streetwall heights. The remaining 10% of the building's streetwall shall not be constructed more than 10 ft. from the right-of-way line for commercial uses or more than 15 ft. for residential uses, and shall not be permitted to occur on the corner of a block. The remaining 10% of the building's streetwall heights shall be a minimum of 50% of the required range of streetwall heights.

5.15 For "B" Streets a minimum of 80% of a building's streetwall shall be parallel to the right-of-way line and constructed within the required range of streetwall heights. The remaining 20% of the building's streetwall shall not be constructed more than 10 feet from the right-of-way line for commercial uses and 15 ft. for residential uses. The remaining 20% of the building's streetwall shall be a minimum of 50% of the required range of streetwall heights.

Figure 19. Minimum and Maximum Streetwall Heights

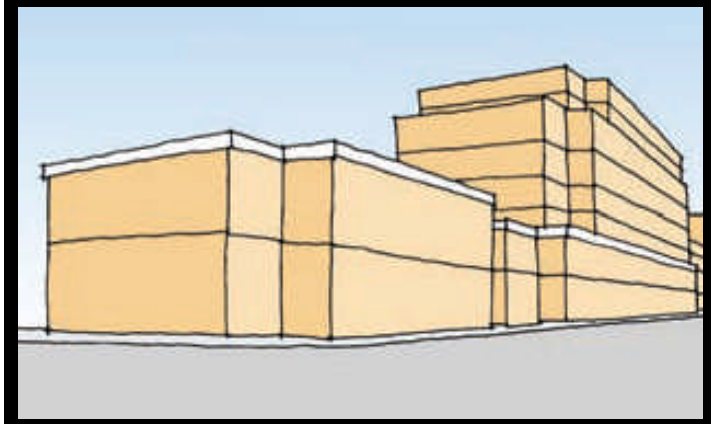
5.16 For " C" streets a minimum of 70% of a building's streetwall shall be parallel to the right-of-way line and constructed within the required range of streetwall heights. The remaining 30% of the building's streetwall shall not be constructed more than 10 ft. from the right-of-way line for commercial uses or more than 15 ft. for residential uses, and shall not be permitted to occur at the corner of a block.

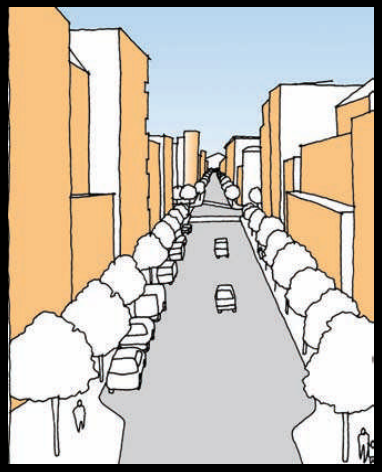
5.17 When multiple streetwall heights are required for a block, a single streetwall height shall wrap around each corner for a minimum length of 40 ft. The streetwall which is required to turn the corner shall be based on the street hierarchy. An "A" street shall wrap onto a "B" street, and a "B" street shall wrap onto a "C" street.

5.18 While a continual streetwall is required for each building, the streetwalls shall incorporate articulation through bays and modulation to ensure that the maximum uninterrupted length of the facade of an office or hotel building shall be limited to 100 feet and residential uses shall be limited to 40 ft (see Figure ___).

5.19 The streetwall portion of the building shall reflect or complement the language of the buildings above, and shall not create the effect of a differentiated podium.

Figure 20. Streetwall articulation and façade lengths





B. Building Setback

Building stepbacks above the required streetwall (Figure 14) enable the taller buildings to express a more pedestrian-scale element and building form at the pedestrian –street level. The stepback should be proportional to the width of the street.

Standards

5.20 Building stepbacks are required for all buildings taller than 100 ft.

5.21 The buildings stepback is required above the required streetwall height and shall be a minimum of 5 ft and a maximum stepback of 20 ft.

5.22 A maximum of 50% of the façade may be coplanar above the required streetwall for a maximum length of the street frontage.

C. Urban Building Massing

The required building form and arrangement of buildings in each neighborhood and block will determine the amount of light and air that reach the adjoining streets and open spaces and are intended to ensure a human-scaled design. While taller buildings are permitted, the standards require building variation in height for each building to avoid large monolithic and unvaried building forms.

Standards

5.23 The standards require variations in height and form for each building. The development of each building and/or block shall be subject to the following as part of the development review process. The massing of each building taller than 100 feet shall comply with the following:

a. 50% of the entire linear street frontage for each building above the required streetwall shall be constructed to the maximum height as defined on the height diagram (Figure 15).

b. 30% of the linear street frontage for each building above the required streetwall shall be constructed to a height halfway between the provided streetwall and the maximum height, pursuant to 5.22a, plus or minus twenty feet.

c. 20% of the linear street frontage for each building above the required streetwall shall be constructed to the height between that of the streetwall and the height defined in 5.22b. Through the approval of a development special use permit this portion may be built to a height greater than defined in 5.22b, but must be at least twenty feet different in height from 5.22a or 5.22b.

d. To the extent feasible, building above the required streetwall are encouraged to be oriented in an east-west direction. (Figure 21)

D. Building Entries

Building entries assist in enhancing the scale, activity and function of building facades. This is achieved by requiring building entries to the adjoining streets. Building entries should also reinforce pedestrian activity and circulation along the street by creating as many external street oriented entries as possible at the ground floor for the street frontages. The building entries are required to be distinctive features and be an integral part of the design of the building, with a size and scale appropriate to the scale of the building. The entries should be easy to locate from the street for pedestrians and motorists.

Standards:

5.24 Building entrances shall:

- Be given prominence on the street frontage.
- Be sized and scaled appropriately for the scale of the building.
- Have a change in material, wall plane, and/or color.

5.25 The primary pedestrian entrance shall front the adjoining street.

5.26 Enhanced level of architectural design and treatment are required, and, where appropriate, landscape treatment to emphasize the primary entrance.

5.27 Differentiate architecturally between residential and commercial entrances in mixed-use buildings.

5.28 Provide entrances to retail, residential and other active ground level uses every 20 to 80 feet along the street frontage.

5.29 Entries shall provide protection from the elements, with canopies, recesses, or roof overhangs to reinforce the pedestrian scale.

5.30 Buildings that have frontage on more than one street shall provide their primary entry based upon street hierarchy (ex: primary entry provided on "A" street vs. "B" street).

5.31 For required retail frontages, the width of residential and/or office lobbies shall be the minimum necessary.

E. Residential Uses At-Grade

Intent

On certain streets residential uses are required or permitted. To ensure an appropriate relationship between the residential uses and the adjoining sidewalk, the residential uses should provide a transition between residential buildings and the adjoining sidewalk. The transition is required to include a vertical separation and a landscaped buffer adjacent to the sidewalk and/or parks.

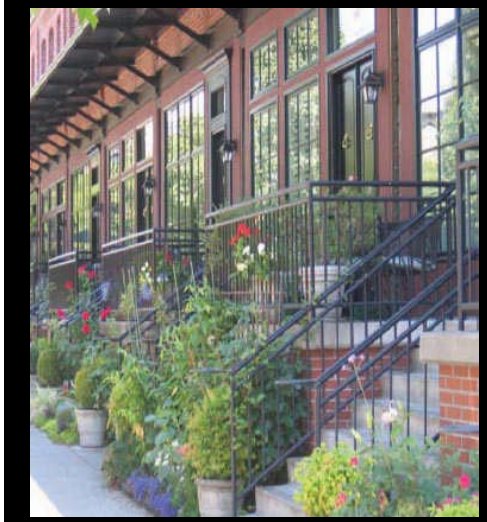
Standards

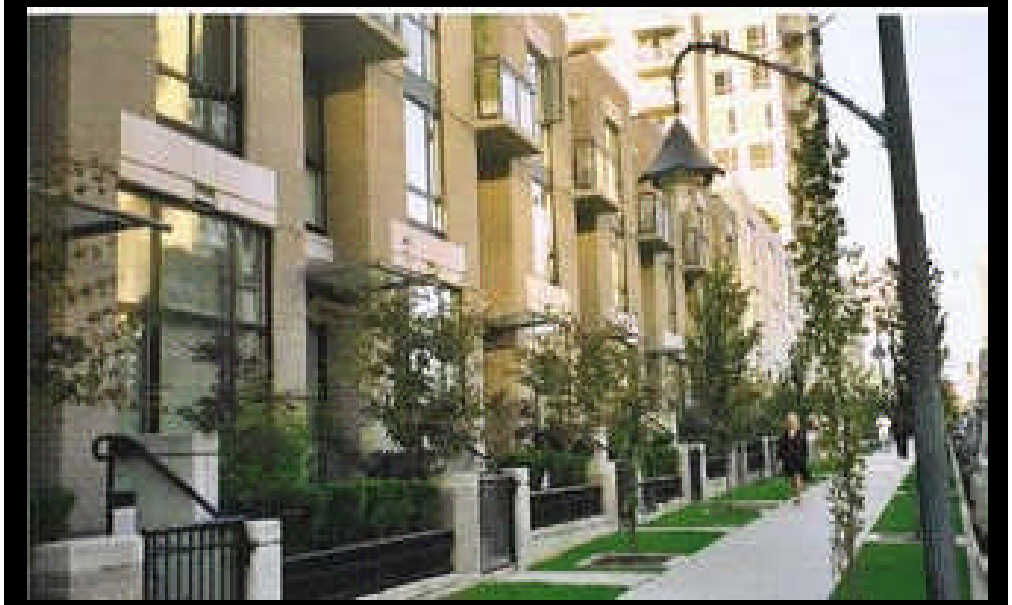
5.32 Residential buildings shall provide a 5 to 15 ft. setback from the required sidewalk to provide space for individual front yards, plantings, landscaping, fences, stoops and similar elements.

5.33 Ground-floor levels for all residential uses shall be elevated a minimum of 2 feet and a maximum of 4 feet above the adjoining sidewalk level.

5.34 Stoops, porches, and canopies are strongly encouraged for all residential units at grade.

5.35 Individual and functional entries and "townhouse-scale" elements are strongly encouraged for the residential multi-family buildings at 20 to 40 foot intervals.





F. Building Roof

Intent

The roof of the building is required to be designed to be integrated as part of the architectural form of the building.

Standards

5.36 Rooftop equipment (including elevator equipment, HVAC equipment, etc.) shall be concealed in penthouse structures and designed as an integral part of the building and/or screened with a parapet. Mechanical penthouses and roof top equipment shall be designed as an extension of the building, employing building materials and design treatments consistent with the exterior facades of the building.

5.37 Roof penetrations such as vents, attic ventilators, turbines, flues, etc. shall be placed to limit their visibility from the street and designed in material and color to match the color of the roof, except those made of metal, which may be left natural. These elements shall not be permitted on the primary building façade.

5.38 Roofs may be pitched or flat. Sculptural forms are encouraged for taller buildings. Alternative uses for roofs, such as terraces and gardens are strongly encouraged.

5.39 Sloped roofs shall be metal, slate, tile, or other comparable high quality material.

G. Building Tops– Skyline

Building tops and other skyline elements will require special attention as prominent elements in the public realm. Many of the buildings will be visible from the adjoining neighborhoods. As these taller buildings take their place in the development, their tops will begin to play an important role in defining the character and scale of the area, both as seen from the adjoining streets, and as recognizable and memorable parts of the skyline as a whole. Building tops should be both designed as attractive visual landmarks with special forms and materials, and limited in scale so as not to appear bulky. 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. A high quality, well designed treatment of the top of the buildings is critical to approval of the maximum permitted building heights.

Standard

5.40 Buildings taller than 100 feet in height shall be required to comply with the following.

a. Distinctive architecture and rooftop designs that are dramatic and deliberate. They should add visual interest to the skyline by offering 360 degree sculpted tops with architectural and design flourishes.
b. Both the daytime and nighttime presence of the upper portions of the buildings, and appropriate lighting of the exterior of buildings shall be considered. The lighting for the building tops adjacent to the George Washington Memorial Parkway shall be consistent with the CDD Zoning Conditions.
c. Designed to ensure that the building's upper floors are distributed in a way that will add significantly to the sense of slenderness of the buildings and to the visual interest to the termination of the building.
d. Incorporation of expressive features, sculptural forms, color, innovative use of high-quality materials, and dynamic roofscapes.
e. The building tops shall be within the maximum height.

H. Building Fenestration

The size, frequency, and location of window opening with in the wall contribute to a walls primary visual characteristics, in addition to the profile of the building wall, and its perceived scale. The solid-to-void (wall-to-window) ratio is adjusted to reflect the variation in wall types and their specific locations.

Standards

5.41 Window and door placement shall provide the following:

- A high degree of transparency at the lower levels of the building.
- Maximizing visibility of pedestrian active uses.
- Provide a human scaled architectural pattern along the street.
- Establish a pattern of individual windows and exterior openings within building facades that provides a greater variety of scale through material variation, detail and surface relief.

5.42 The solid –to– void ratio within the Crescent Gateway Neighborhood shall consist of a minimum of 60% void for each building.

5.43 The solid –to– void ratio within the Market and Metro Neighborhoods shall consist of a minimum of 50% void for each building.

5.44 A minimum of 70% of the linear ground floor façade (as measured from floor to floor) and any second floor retail façade shall be constructed of transparent materials.

5.45 The base of all retail windows shall be no more than thirty (30) inches above the sidewalk. All windows shall be recessed (setback) from the exterior wall.

5.46 Buildings shall provide a vertical fenestration pattern.

5.47 Mirrored reflective, frosted reflective or darkly tinted glass is prohibited.

5.48 Windows shall be used as an element which helps to articulate the character of a facade, and designed to reveal the thickness/depth of the facade wall. Windows shall be well-proportioned and operable if feasible.

5.49 Windows shall be grouped to establish rhythms across the façade and hierarchies at important places on the façade.

Guidelines

5.50 Transparent glass shall contain a minimum 60% light transmittance factor.

5.51 Windows should reflect a rhythm, scale and proportion compatible with the overall building design.

5.52 Avoid monotonous grids of repeated windows; use multiple rhythms in placing window openings.

5.53 Street level retail and restaurant use as are encouraged to use operable windows and doors which can allow them to open onto sidewalk areas.

I. Walls – Fences

Standards

5.54 Walls and fencing shall be integrated as part of the overall design concept, rather than as a separate element of the park(s), block(s), and/or buildings.

5.55 The height, length, and visual impact of walls and screen walls shall be pedestrian scale and in no case shall exceed 3 ft. in height.

5.56 Where fencing is needed, decorative metal fencing is required.

5.57 Walls and fencing shall incorporate materials, elements, or details of the building design.

5.58 Walls and fences should minimize visual monotony through changes in plane, height, texture and material.

5.59 Materials for walls shall be brick, metal, and/or stone.

6 Public Realm-

Streets—Sidewalks—Streetscape

The design of the streets, sidewalks, and streetscape will play a role as important as the design of buildings in enhancing the streets and promoting pedestrian-oriented streets. Elements such as street widths, trees, lighting, street furniture, and pavement materials need to all be integrated to ensure the provision of pedestrian oriented streets. All sidewalks (except for the parks) are required to be 14 feet to 20 feet wide from the curb to the building. Almost all streets are required to have adjacent parallel parking spaces, excluding the park frontages.

In addition to requiring a pedestrian oriented environment, the Standards also require the implementation of green and sustainable infrastructure. The standards are intended to establish a new standard for the City in regard to green infrastructure. Through promotion of the use of sustainable elements, such as permeable hardscaping and the incorporation of stormwater and water elements in the public realm, the standards will assist in creating vital and enduring public spaces. Environmental design framework for the public streets will include the following:

Improved street ecology: Stormwater elements within the landscape strips and tree wells, and the use of porous pavers for the parking and sidewalks.

Unified streetscape design: Street trees as defining the streetscape rhythm; integrated site furnishings; regular pedestrian-oriented lighting; minimizing cluttering elements.

Universal design: Generous, unobstructed sidewalks, curb ramps for all users, accessible pedestrian signals.

Integrating pedestrians with transit: Transit rider amenities at key stops; safe, convenient pedestrian routes to transit; mutual features that benefit pedestrian safety and comfort and transit operations, such as bus bulb-outs and boarding islands

Extensive greening: Healthy, well-maintained urban forest; expanded sidewalk plantings; efficient utility location to provide more potential tree planting locations.

Space for public life: Safe, useable public seating for neighborhood gathering; generous curb extensions for seating and landscaping; reclaiming of excess street space for public use; space for outdoor café and restaurant seating and merchant displays.

Enhanced pedestrian safety: Safe, convenient pedestrian crossings; curb radii and curb extensions that slow traffic, shorten crossing distance, and enhance visibility; pedestrian countdown signals and other pedestrian priority signals.

A. Street Cross Sections

Intent

The intent of Potomac Avenue adjacent to the metrorail station is to minimize the width of the street to four lanes without a central median, in order to minimize the pedestrian crossing. The central median is not permitted from Diamond Avenue to Wesmond Drive. The on-street parking on the eastern portion of the street will likely be used for taxis, and kiss and ride for the metrorail station. The pedestrian crossing at Diamond Street and Potomac Avenue is one of the most important pedestrian crossings, and therefore the cross-section requires bulb-outs and a different color and texture paving for the pedestrian crossings to reinforce the pedestrian nature of this street. The varied color and texture of street paving should be selected for their sustainable properties, maintenance, and their ability to reinforce the design of the Metro Square park. This area is subject to the Flexible Metrorail Zone as defined in the North Potomac Yard Small Area Plan and the applicable provisions of the CDD zoning.

Cross Section

UNDER DEVELOPMENT

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	
Decorative Paving	

UNDER DEVELOPMENT

Intent

This portion of Potomac Avenue (north of the metrorail station-Diamond Avenue) will have a dedicated transit lane within the center of the roadway . A challenge with this portion of Potomac Avenue is the width (95ft) curb to curb due to the central dedicated transitway. While the roadway will be two lanes in each direction and two transit lanes a central two central medians and large canopy street trees are required within the medians and on each side of the street. In addition, the transitway lanes may be a different material and/or color, including a grass running way, to help reduce the perceived width. Bulbouts will also be provided to reduce the pedestrian crossings.

Cross Section

UNDER DEVELOPMENT

Potomac Avenue (Non–Metro)

Required Right-Of-Way

Right of Way
Roadway
Parking
Sidewalk
Bulb-Outs

New Street A (East)

Intent

This street connects Route 1 to Potomac Avenue, through the predominately residential Crescent Neighborhood. Because of the Crescent Park frontage, the street has two different characters and street sections, the north park side and the south (non-park) frontage. This two-way street is intentionally narrow (22 ft. excluding parking) to enable a more pedestrian-friendly street within this predominantly residential neighborhood adjacent to Crescent Park.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

New Street A (West)

Intent

The intent of this street is to be a primarily lower speed and lower volume residential street, which connects to Route 1 and Potomac Avenue. The street will also serve as a potential street connection– signalized intersection for future redevelopment for the properties on the west side of Route 1.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

Intent

New Street B

This street is a "C" street within the street hierarchy and will provide access for retail, service areas and is intended as one of the primary streets for truck and service deliveries. The other street designated for truck deliveries and service is Wesmond Drive. (See Street Hierarchy pg.11) To accommodate truck turning movements, circulation and the additional volume of cars (because of the alley and garage access points), the street is slightly wider to accommodate a central turn lane and by-pass lane.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

East Reed Avenue (East)

Intent

This street continues the connection of East Reed Avenue to Potomac Avenue for pedestrians, cyclists, and cars. Because this portion of the street does not contain a central park—median, the 86 Ft. right-of-way is less than the remainder of East Reed Avenue.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bike Lanes	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

East Reed Avenue (West)

Intent

This will be one of the streets with a significant amount of activity due to the concentration of retail. In addition, the street will serve as a connection for cyclists, on-street parking, and a park within the center of the street. The street is required to provide decorative paving, and a portion of the street (between Main Line Boulevard and Water Street) may be closed for special events associated with the park, such as farmer's markets, concerts, etc.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	
Decorative Paving	

Cross Section

UNDER DEVELOPMENT

Main Line Boulevard

Intent

This street is the extension of Main Line Boulevard, which his one of the streets that continues for the entire length of Potomac Yard. Portions of the street will have a central landscaped median.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

New Street D

Intent

A wide sidewalk is provided on the northern portion of the street to accommodate a water feature / stormwater element. This feature within the street will visually and physically connect the planned water features within Crescent Park and Metro Square Park.

Cross Section

UNDER DEVELOPMENT

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	
Decorative Paving	

New Street C

Intent

This is the street where the dedicated transit lanes will connect from Route 1 to Potomac Avenue. The final location of the transit vehicles and stops will be determined as part of the development—infrastructure review process for this street.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

Wesmond Drive

Intent

This street is a "C" street within the street hierarchy and will provide access for retail, service areas and is intended as one of the primary streets for truck and service deliveries. The other street designated for truck deliveries and service is Wesmond Drive. (See Street Hierarchy pg.11) To accommodate truck turning movements, circulation and the additional volume of cars (because of the alley and garage access points), the street is slightly wider to accommodate a central turn lane and by-pass lane.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

Evans Lane

Intent

This is one of the primary and direct East– West street connections from adjoining neighborhoods and for pedestrians and cyclists to the metrorail station. It is essential that the character of this street connection to the Metrorail station be primarily designed for accommodating pedestrian and bicycle connectivity.

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

Intent

Route 1

Required Right-Of-Way

Right of Way	
Roadway	
Parking	
Sidewalk	
Bulb-Outs	

Cross Section

UNDER DEVELOPMENT

B. Sidewalks

6.1 Sidewalks shall be provided on each block and shall be continuous on each side of the street.

6.2 Sidewalks shall align with one another and connect to park trails and pathways, providing an unbroken circulation system.

6.3 Except in parks, sidewalks shall be placed adjacent to back of street curb with openings in the sidewalk to accommodate tree wells and/or landscape strips.

6.4 Pedestrian pathways through parks and mid-block connections shall serve as extensions to the street sidewalk system.

6.5 At signaled intersections, provide pedestrian signals that display a numeric countdown of crossing time remaining and have audible indications of phase.

6.6 Curb radii shall be limited to 15 ft. where curbside parking occurs (with no bulb-out), and 25 feet where curbside parking does not occur and where bulb-outs do occur.

6.7 All sidewalk areas for new development shall be a minimum of 14 feet to 20 feet as required by the street sections referenced herein.

6.8 The sidewalk for Main Line Boulevard and East Reed Avenue shall be City Standard brick. Where the brick sidewalks are adjacent to concrete sidewalks, the brick extend 20 ft.

6.9 Sidewalks shall be City standard concrete with visual accents such as score lines. Sidewalks must conform to City of Alexandria standards, and include "lamp black" color additive.

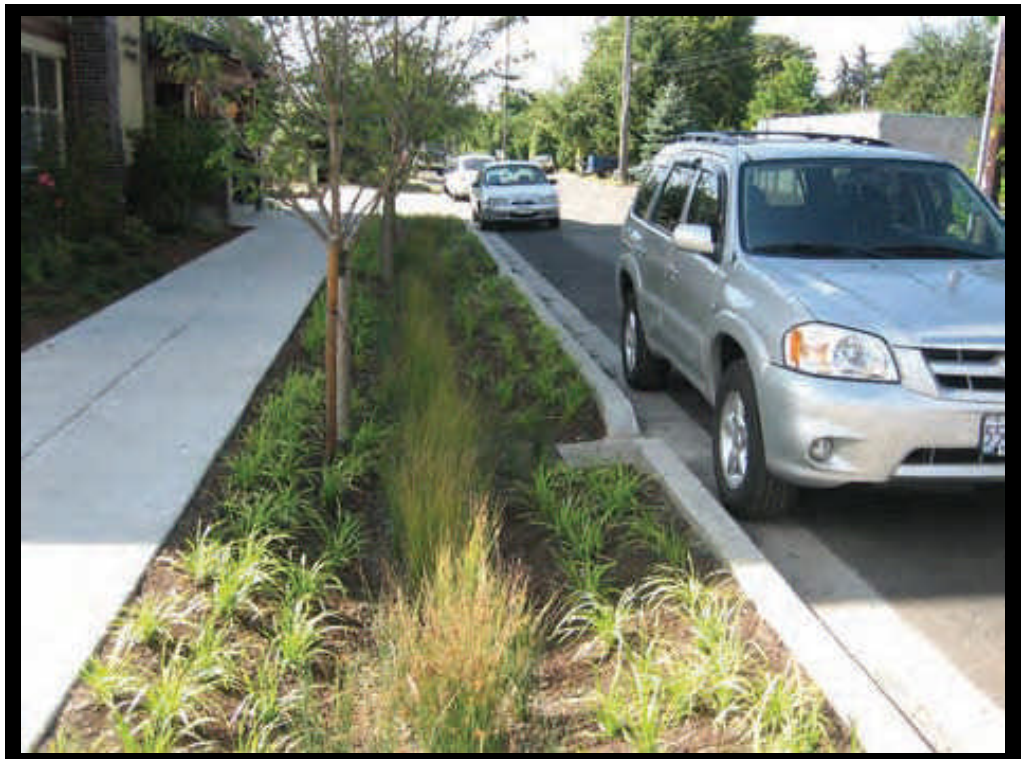
6.10 The landscape strips and tree wells will be sized and located to allow plants to consume stormwater or building greywater. The use of potable water to irrigate landscaping is discouraged. Emerging technologies such as Structural Soil should be considered where appropriate.

6.11 Native plant materials should be used where appropriate as they require less maintenance, watering and fertilization.

6.12 Impervious areas directly connected to the storm drain system are the greatest contributor to the storm water management system. The sidewalks and parking areas for all of the streets are required to be permeable paving materials.

6.13 Special paving and patterns are required for building entrances (excluding retail).

6.14 Tree wells and landscape strips shall be planted with appropriate groundcover plantings such as English Ivy or liriope.



C. Street Trees

6.15 Provide a continuous spacing of street trees lining both sides of the street, 25-30 feet on center.

6.16 Choose tree species that can tolerate drought, contribute to street character, and that are approved street trees by the City.

6.17 Select species to reinforce general continuity of character along the length of streets, with contrasting species occurring on different streets and/or at special locations such as public parks, plazas and retail areas.

6.18 Where possible, plant trees in planting strips that are as long and continuous as possible.

6.19 Tree wells shall be a minimum of 4 x 10 feet for new development. New development shall provide contiguous tree trenches to provide maximum soil area for roots to spread and water and air to penetrate.

D. Lighting

6.20 Street light fixtures shall be single black Dominion Virginia Power acorn lighting fixtures for all streets except Route 1 with a standard black finish.

6.21 The street light on Route 1 shall be double acorn with a standard black finish.

6.22 All street lights shall be placed to avoid conflict with street trees.

6.23 All street lights shall be designed to minimize light spillover

6.24 Where located next to residential uses, streetlights should include house-side shields as needed to prevent lighting from directly entering residential windows.

6.25 Use of fixtures that generate their own power from solar or wind sources is encouraged.

E. Street Furniture

Each project shall provide street and on-site furniture and amenities for public use. Street furniture shall include benches, bicycle racks, and trash receptacles.

6.26 Benches

- Benches shall be located on public streets and shall be the Timberform Restoration Series manufactured by Columbia Cascade or similar as approved by the City of Alexandria.
- A minimum of two benches shall be provided for each block in appropriate locations based on the specific ground-floor use and the location of bus stops and public open space.
- Bench seats shall be yellow cedar and the metal frames shall have a standard black, powdercoat finish.

6.27 Bike racks

- To encourage and facilitate biking as a means of transportation, bike racks shall be provided.
- Bike racks should be placed in groups at convenient, safe, well lit paved areas in the building or curb zone.
- Bike racks shall also be provided in parking garages.

6.28 Trash Receptacles

- The trash receptacle to be used throughout the area is the Iron Site Bethesda Series Receptacle (model SD-42) by Victor Stanley or equal as approved by the City of Alexandria.
- Trash receptacles shall have a black, powdercoat finish.
- Trash receptacles shall also include accommodations for recycling.
- One trash receptacle shall be located at each intersection.

F. Above Grade Utilities

Utilities, including utility cabinets, transformer vaults, hydro meters and gas meters shall be incorporated within the central alleys or within the buildings. and not located at corners or visible to pedestrians or within the public right-of-way and/or public parks and open space. Structures may also be required to be located within underground vaults.

7 Parking

The parking requirements manage the siting and provision of parking to encourage travel by foot, bicycle and transit, while meeting the on-site parking and loading needs of new development. By managing supply and access, the parking requirements support the creation of an active, walkable, and transit-oriented series of neighborhoods in North Potomac Yard, which capitalize on the planned transit corridor and metrorail station.

Standards:

7.1 Surface parking lots—other then parallel parking adjacent to a public street are prohibited.

7.2 Each building and block within the plan area is required to provide a minimum of one level of underground parking. All of the parking for Blocks 2, 3, and 5 are required to be located below grade regardless of the use to enable the internal ground level open space and pedestrian connections planned for these blocks.

7.3 On-street parking is generally required for all of the streets, excluding the park frontages.

General Standards

7.4 Above-grade structured parking may be located within the central portion of the block at grade, provided each level of the entire perimeter of each street and/or park frontage is devoted to active uses (Figure 17).

7.5 If above-trade structured parking is provided above the ground floor uses, the parking will be required to be screened with active uses for the entire length of each street and park frontage (see *Design Guidelines* for additional parking and screening requirements).

7.6 To discourage single occupancy vehicle (SOV) travel, a maximum parking ratio is required for each land use. If the developer desires to provide parking below the maximum, this request will be reviewed during the development review process. No minimum parking requirements are recommended in the Plan.

8 Retail Uses - Storefronts

Intent

Many of the City's successful retail streets and storefronts reflect a fine-grain pattern of multiple shops and businesses. Within a given block the variety of retail offerings, complexity of window displays and multiple entrances provide the pedestrian with a significant level of visual interest. The successful performance of the retail areas will be directly related to the successful design and construction of their retail storefronts. Fit and finish of all components is required to be of the highest quality. Lighting is required in order to add to both the character and the safety of public streets, as well as to contribute to the overall success of a neighborhood. Night lighting will help animate North Potomac Yard, prolong street life after business hours, and increase pedestrian safety.

It is the intent of the retail storefronts that all retail tenants will have the opportunity to design and install their own storefronts as a way to express their individual identity. Storefronts should be "individual" expressions of a tenant's identity and tenants will be encouraged to avoid cookie cutter storefronts.

Standards

8.1 The retail frontages shall be designed to create a comfortable yet highly animated pedestrian environment utilizing a rhythm of multiple retail frontages architecturally articulated through materials, numerous entrances, display windows, canopies and signage.

8.2 Building materials shall be high quality and contribute to a human-scaled public realm.

8.3 Blank walls shall be prohibited.

8.4 To establish pedestrian-scaled design on the ground floors of larger buildings, use window groupings, material changes, or columns on the principal facade to accentuate individual storefronts and denote a smaller increment of building bays.

8.5 Required retail areas shall provide a minimum 20 ft clear interior height and a minimum depth of 80 feet.

8.6 For retail provide transparent windows for a minimum of 70% of the retail area. For other comparable uses such as "live-work" units or other comparable uses transparent windows shall be provided for a minimum of 60% of the façade where the use(s) are located.

8.7 Corner retail shall extend at least 20 feet along the side street and/or park-open space, and shall also be expressed in the architecture.

8.8 The design of the storefront shall be appropriate to the scale and architectural design of the building.

8.9 The design and construction materials of the ground level storefronts shall be appropriate for a retail street, to help contribute to an active pedestrian-oriented street which shall include:

- How the storefront fits into the architecture of the buildings.
- Relationship to varying grades along the storefronts and the flexibility to adjust store entries.
- Visibility of storefronts including clear glass.
- Sidewalk spaces for outdoor retail displays or dining
- Sign and logo requirements.
- The design, materials and colors of awnings or canopies to protect pedestrians and windows.

8.10 The materials for the retail storefront shall consist of any or all of the following:

- Stone
- Metal
- Glass
- Wood

Construction detail and finish shall adhere to craftsman's standards. Durable materials such as these are especially critical at street level where pedestrian contact will be considerable. Storefronts should be pre-dominantly glass to provide views into the store. Opaque, smoked and reflective glass are prohibited.

9 Signage

Intent

The intent for all signage is to encourage creativity, uniqueness and high quality graphics. Tenant signs shall be designed and reviewed on the basis of how well they integrate into the architectural storefront elements to form an attractive composition. Tenants are encouraged to take maximum advantage of store logos, specialty letter types and graphic flourishes. Variety and creativity of design are encouraged. Tenants are encouraged to explore a variety of diverse signage styles with the objective of integrating the design into the whole storefront design, not as an applied afterthought. National and regional stores are encouraged to consider the special nature of North Potomac Yard, and look for ways to create signage that is unique and distinctive.

Standards

9.1 Each retail tenant shall install a minimum of one sign for each retail street frontage appropriate to the scale of each facade. In addition, each retail tenant shall provide a second pedestrian-oriented sign such as a projecting sign, or window sign blade or window sign for each street frontage.

9.2 Retail tenants shall be allowed a maximum of 1 sq. ft. of sign area per linear foot of tenant storefront or 50 sq.ft. of signage, whichever is greater. The Director of P&Z may approve signage for retail uses up to 2 sq.ft. per linear foot of frontage for exceptional architectural design. Hotel uses shall be permitted a maximum sign area of .25 sq.ft per linear foot of building frontage not to exceed 50 sq.ft. For purposes of calculation sign area building frontage shall be limited to frontage on a public street.

9.3 Retail and office signs shall be limited to a maximum height of 20 feet above the grade of the adjoining sidewalk. The Director of P&Z may permit hotel signage above 20 feet above the grade of the adjoining sidewalk (excluding Potomac Avenue and Four Mile Run) and the signage may be illuminated provided that the illumination does not have an adverse impact on adjoining residential uses, park, the George Washington Memorial Parkway or roadways. However, in no case shall signage exceed 50 feet above the grade of the adjoining sidewalk. Signage above 20 feet shall be designed and located so that it is not visible from the George Washington Memorial Parkway.

9.4 Awnings shall be permitted to project up to four feet from the building, greater projections require approval of the Director of P&Z. Greater projections which encroach into the public street may require City Council approval of an encroachment.

9.5 Projecting signs are required for each retail use and shall be appropriately sized and proportional to the building and/or storefront. Signs projecting over the sidewalk shall be a minimum of eight feet (8') above the sidewalk. Projecting signs may be internally illuminated if approved by the Director of P&Z. Externally illuminated projecting signs shall have lighting fixtures that are complementary and integrated into the storefront design.

9.6 Building signage on Potomac Avenue shall be limited to retail use(s) and building identification for office and/or residential buildings, which shall not exceed 20 feet above the grade of the adjoining sidewalk.

9.7 **Retail** tenants may incorporate window graphics; however at no time shall the window graphics exceed 20% of the window area.

9.8 Signage shall be located to not obscure architectural design elements such as projections, cornices, or change of building material or pattern.

Awnings Signs and Banners

9.9 Awnings when projecting from the face shall allow a clearance of 9 ft. from the grade of the adjoining sidewalk.

9.10 Fixed lightweight metal and glass structures are acceptable.

9.11 Awning or canopy material shall be a woven fabric or other material that projects the natural material of canvas, metal, glass etc.

9.12 Banners for specific community-oriented events such as festivals or holidays may be approved for a defined period of time at the discretion of the Director of P&Z. Banners for seasonal or recurring events may be installed on a regular basis if so approved by the Director of P&Z.

9.13 The banners shall be maintained in good condition. Maintenance of the banners shall be the sole responsibility of the retail tenants and property owners.

Materials – Construction

9.14 Signs shall be in the form of a painted dimensional sign, flat sign, blade sign, illuminated sign, fabricated dimension sign or awnings.

9.15 Materials shall be durable natural materials such as cast, polished or painted metal; glazed and ceramic tile; etched, cut or stained glass; cast stone and carved natural stone.

9.16 Neon signs will be considered based on creativity and the overall compatibility and character of the tenant storefront design.

9.17 All methods of attachment including fasteners, mounting brackets and other mechanisms must be concealed from view.

9.18 Letters and graphics mounted directly onto building facades shall be pin mounted at least 2 inches from the surface onto which the sign is mounted and provide dimensional returns.

9.19 Blade signs shall not project more than 36" from the building surf ace and must allow a 7 ft. clearance from the ground plain below.

Illumination- Lighting

9.20 Back-lit, halo-lit illumination or reverse channel letters with halo illumination are encouraged.

9.21 All illuminated signs and exterior lighting shall be controlled by a time clock which shall coincide with the normal business hours.

9.22 Blade signs shall externally illuminated with decorative bracketed lighting complimentary to the storefront.

9.23 In general, lighting should be designed and located to accommodate public safety without creating glare or excessively high light levels. Fixtures should be chosen to control light trespass either vertically (toward the sky) or horizontally onto neighboring properties and the George Washington Memorial Parkway

9.24 High pressure sodium vapor (yellow orange) lighting is prohibited for exterior use including buildings, parking facilities, service areas, signage, etc. Such lighting is also prohibited inside parking garages or building entries where it would be visible from the outside.

9.25 For any building or project, exterior light fixtures – their design, size, finish, location, etc. - should be compatible with, and appropriate for, the building architecture, materials and colors.

Parking Signage

9.26 All parking signage shall be a blue background with white letters. The channel letter parking signs shall be blue with a white border. The signs shall be revised to circular and shall not include the project logo but rather limited to a "P" for public parking or public parking or a combination thereof.

9.27 The applicant shall provide directional signage for the parking garages, and valet.

Prohibited Signs

9.28 Box signs and signs employing flickering rotating or moving lights and/or signs painted directly on the storefront other than window graphics.

9.29 Flat panel signs and external raceways.

9.30 Storage cabinets, carts, window signs, posters, shelving, boxes, coat racks, storage bins, closets, and similar items which shall not b l o c k the visibility of the interior of the store from the street. This condition, however, is not intended to prevent retailers from displaying their goods in display cases that are oriented towards the street frontage.

9.31 All window coverings shall be open as much as possible and provide some interior accent lighting when the business is closed.

9.32 Freestanding signs other than traffic/directional and wayfinding signs shall be prohibited.

9.33 All banners relating to commercial promotions, leasing, hiring or advertising are prohibited.

9.34 Vinyl or plastic awnings, translucent acrylic or comparable.

Processing – Review

9.35 Each tenant proceeding with permitting and/or fabrication shall submit detailed drawings and samples to be approved by the Department of P&Z.

9.36 Each sign(s) shall require a separate sign permit.

9.37 For signs, the Director of P&Z may require a full-size mock ups which may be constructed from foam core or illustration board and/or a photomontage image.

Wayfinding

9.38 A comprehensive wayfinding system shall be provided for the entire site which is consistent with the City's wayfinding program and requirements. The final design and location of the wayfinding shall be approved as part of the development review process.