

# Landbay G

# Potomac Yard



Site	13.28 acres
Office	403,000 sq. ft.
Retail	215,280 sq. ft.
Residential	853,000 sq. ft.
Hotel	450,000 sq. ft.



- **DSUP**
- **COORDINATED SIGN PROGRAM**
- **ENCROACHMENT**
- **STREET NAMES**



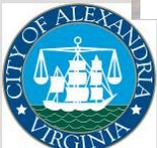
# PRIMARY

Addressed by

# ISSUES

Staff Recommendations

- COORDINATED SIGN PROGRAM/WAYFINDING
- ADMINISTRATIVE APPROVAL-RESTAURANTS-  
OUTDOOR DINING
- RETAIL MANAGEMENT
- PHASING- STREETS, OPEN SPACE
- SHARED PARKING- VALET
- GREEN BUILDING- SUSTAINABILITY



# Landbay G

# Coordinated Sign Program

- Minimum 2 signs/tenant
- Signs limited to 20 ft. except hotel and grocery
- No signs above 20 ft. on Potomac Avenue
- Office signs limited to 75 ft.
- Illumination
- Retail storefront guidelines
- Banners
- Materials – construction
- Prohibited signs



- Directional
- Informational
- Public parking
- Consistency with City's upcoming Wayfinding



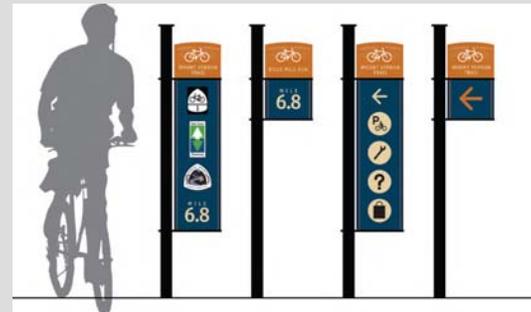
IK2 Wall-Mounted Visitor Information Kiosk

**CONTENT**  
District Name  
Alexandria identity  
Kiosk Location



IK1 Visitor Information Kiosk

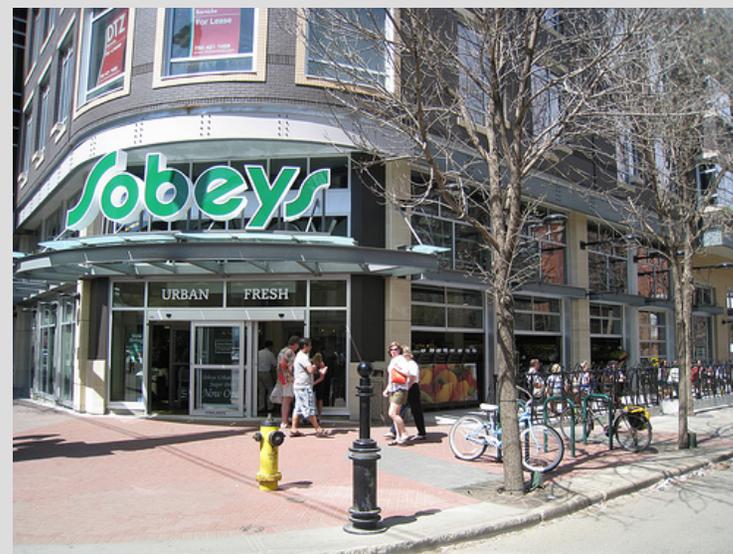
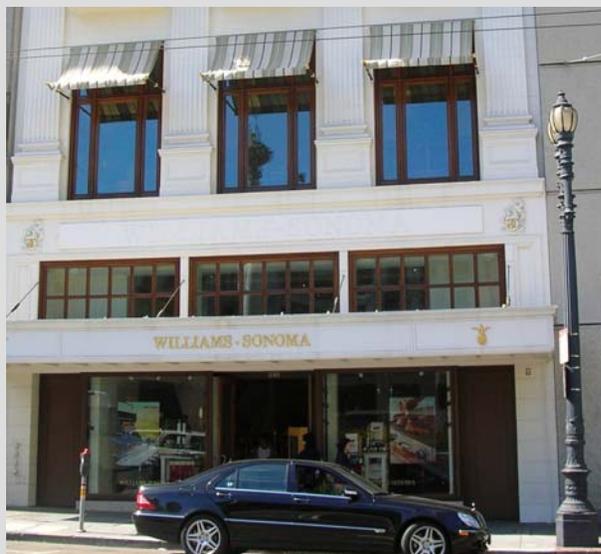
**CONTENT**  
District Name  
Alexandria identity  
Kiosk Location  
(Multi-sided information panels)



# Landbay G

# Retail Storefront Guidelines

- Uniqueness
- Creativity of design
- Variety
- High quality



## ADMINISTRATIVE RESTAURANTS

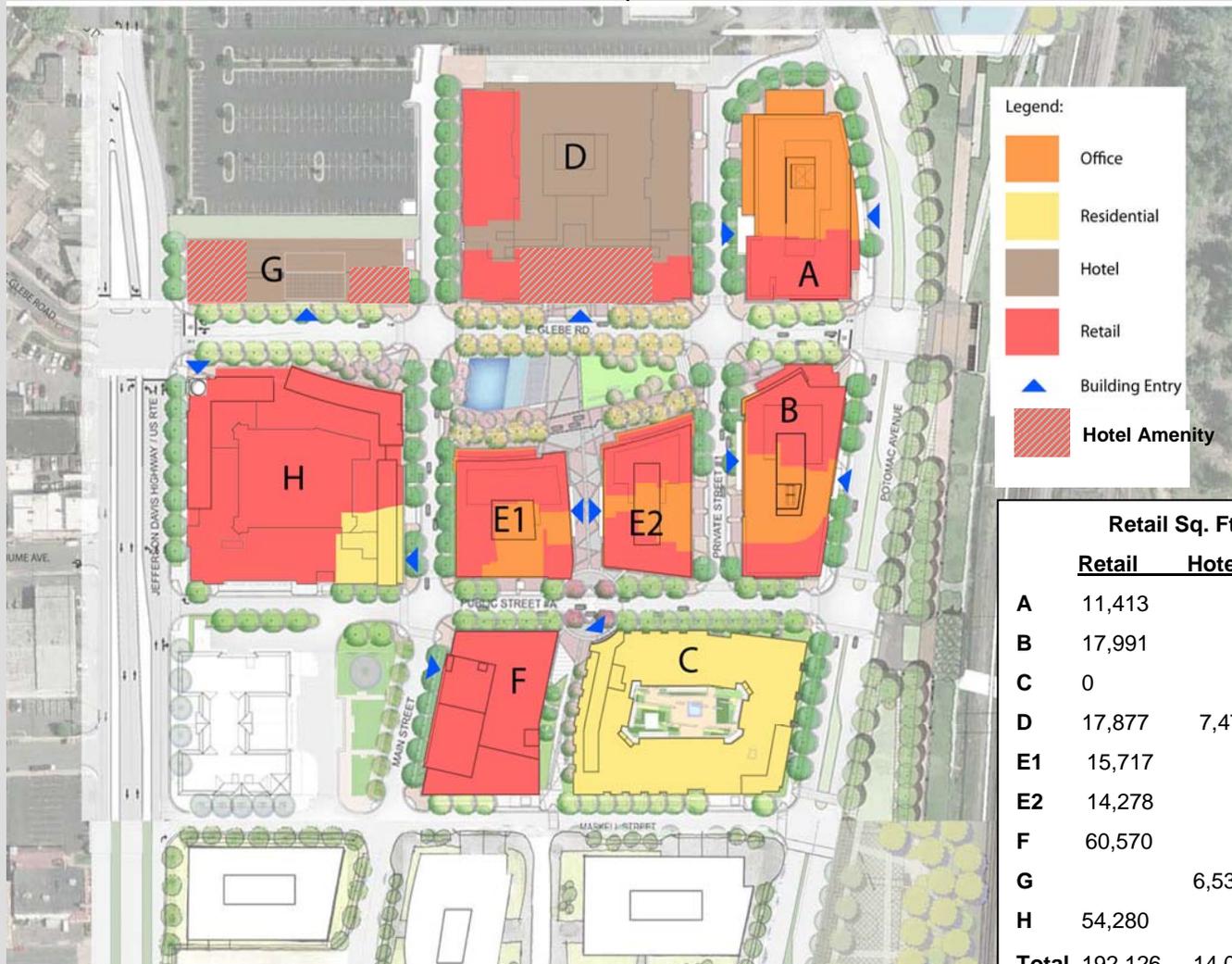
- Definition of Full-Service Restaurants
- <30,000 SF Quick Service Restaurants
- Close no Later Than 2:00 AM
- Non-Vehicular Deliveries
- Only On-Site Alcohol Sales

## APPROVALS OUTDOOR DINING



# Landbay G

# Retail Management



## Assumptions

- New Metrorail Station
- 2020 Build-Out of Potomac Yard
- Landbay F - Existing & Potential Sq.Ft.

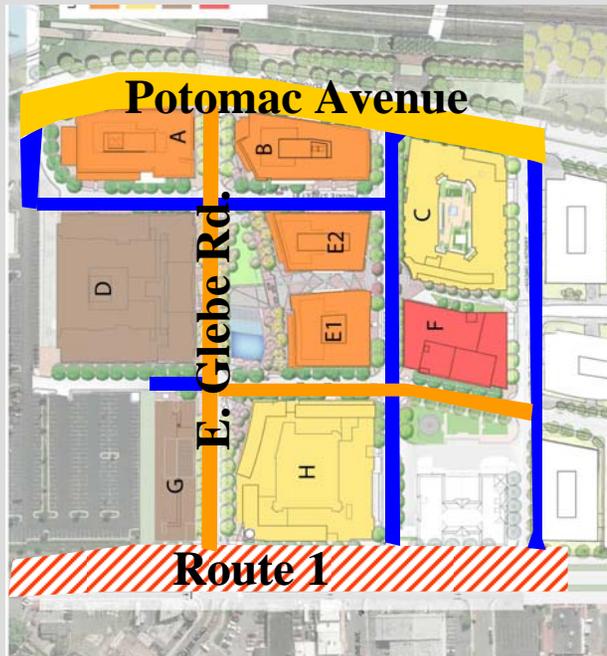


	Existing	Potential
Office		900,000 to 1,100,000 sq.ft.
Retail	590,000 sq.ft.	800,000 to 900,000 sq.ft.
Residential		4,500 to 5,000 units
Hotel		250 to 300 rooms



# Landbay G

# Street Phasing

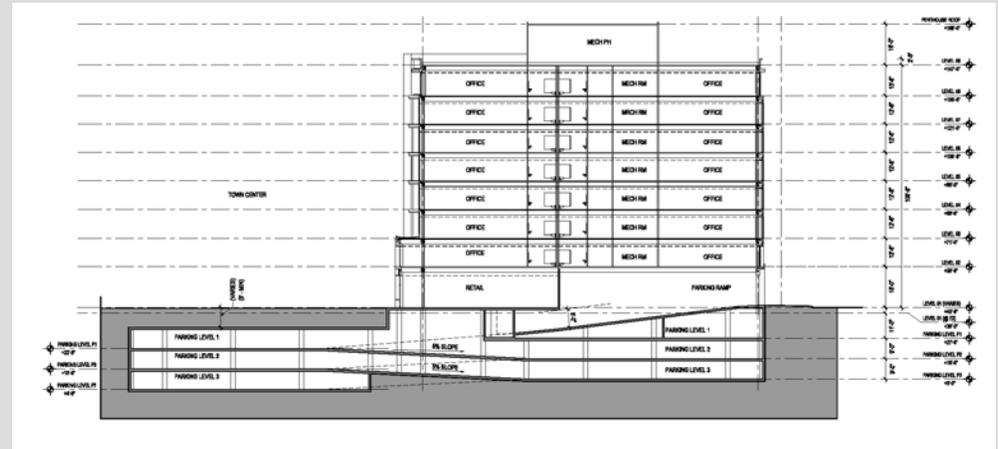


-  Prior to first C.O.
-  Prior to C.O. for buildings fronting on Potomac Ave.
-  Prior to C.O. for any adjoining buildings
-  Constructed by both PYD & City

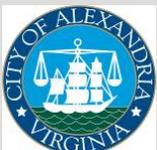


# Landbay G

# Central Open Space Phasing



- Open space sodded as part of first C.O.
- If Block E is not constructed within 3 years of the C.O as interim
- Interim to be consistent in hardscape and softscape
- Final park with Block E



- LEED CS Certified
- Virginia Green
- Earth Craft



- Block perimeters and lengths (Blocks F & C)
  - Required: Maximum 1,250 ft./400 ft.
  - Provided: Approx. 1,360 ft./460 ft.
- Town Green size and design
  - Required: 1.25 acres, rectilinear in shape, one-way streets
  - Provided: 0.94 acres, crescent
- Parking and service entrances off of Main Street



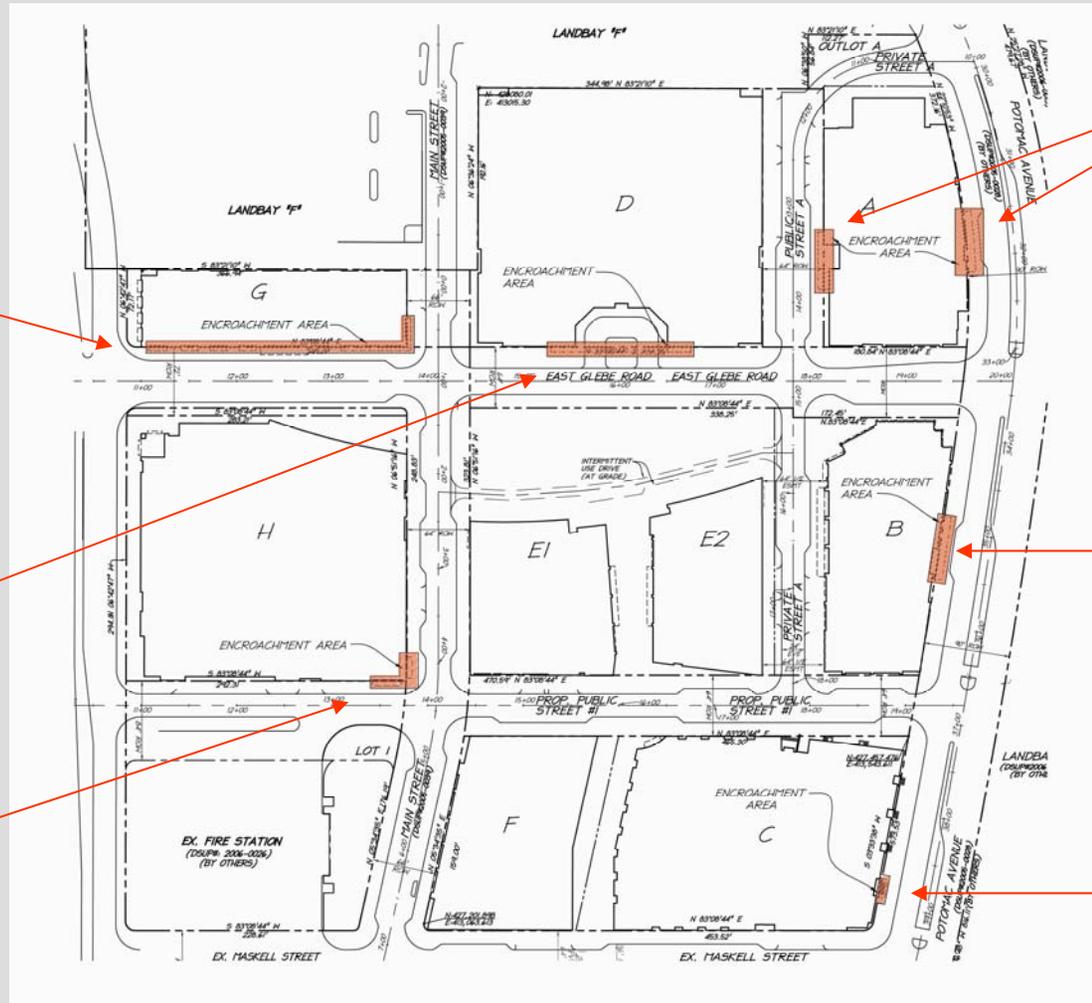
# Landbay G

# Encroachments

4-8 ft. for canopy & awnings

5 ft. for canopy

2-6 ft. for canopies and window bays



5-8 ft. for canopies

7 ft. for canopy

6 ft. for canopy



# Landbay G

# Shared Parking

- 1.3 sp./residential unit
- 4.0 sp./1,000 sf grocery store
- Assumes approx. 30% SOV trips
- A peak of 2,852 spaces required during weekday (December)
- A peak of 1,780 spaces required weekends
- Up to 1,218 spaces reserved during weekday for office

PARKING REQUIRED BY ZONING				PARKING NEEDED PEAK MONTH (DECEMBER)			
Use	Sq. Ft.	Weekend	Rate	Weekday (2 pm/rate)		Weekend (12 noon/shared rate)	
Office	697,085	1,533	2.20	1,417	2.03	193	0.28
Retail	92,036	440	4.78	237	2.58	233	2.53
Health Club	33,200	83	2.50	117	3.52	69	2.53
Grocery Store (Reserved)	23,000	110	4.78	90	—	90	—
Hotel	311,500 (623 Rm)	312	.5	186	.30	233	.36
Restaurant – Full Service	18,788	137	7.29	132	7.03	153	8.14
Restaurant – Quick Service	29,900	433	14.48	135	4.52	281	9.40
Residential (Reserved)	446,124 (414 DU)	600	1.45 (Not inc 15% visitor)	538		538	
<b>TOTAL</b>	<b>1,619,509</b>	<b>3,648</b>		<b>2,852</b>		<b>1,790</b>	



# Landbay G

# Conclusion





# Landbay G

# Coordination

Proposed Main Street Connection



Potential Street Grid Extension



Pedestrian Connection Extension



Area of proposed Main Street connection

Right of Way Dedication

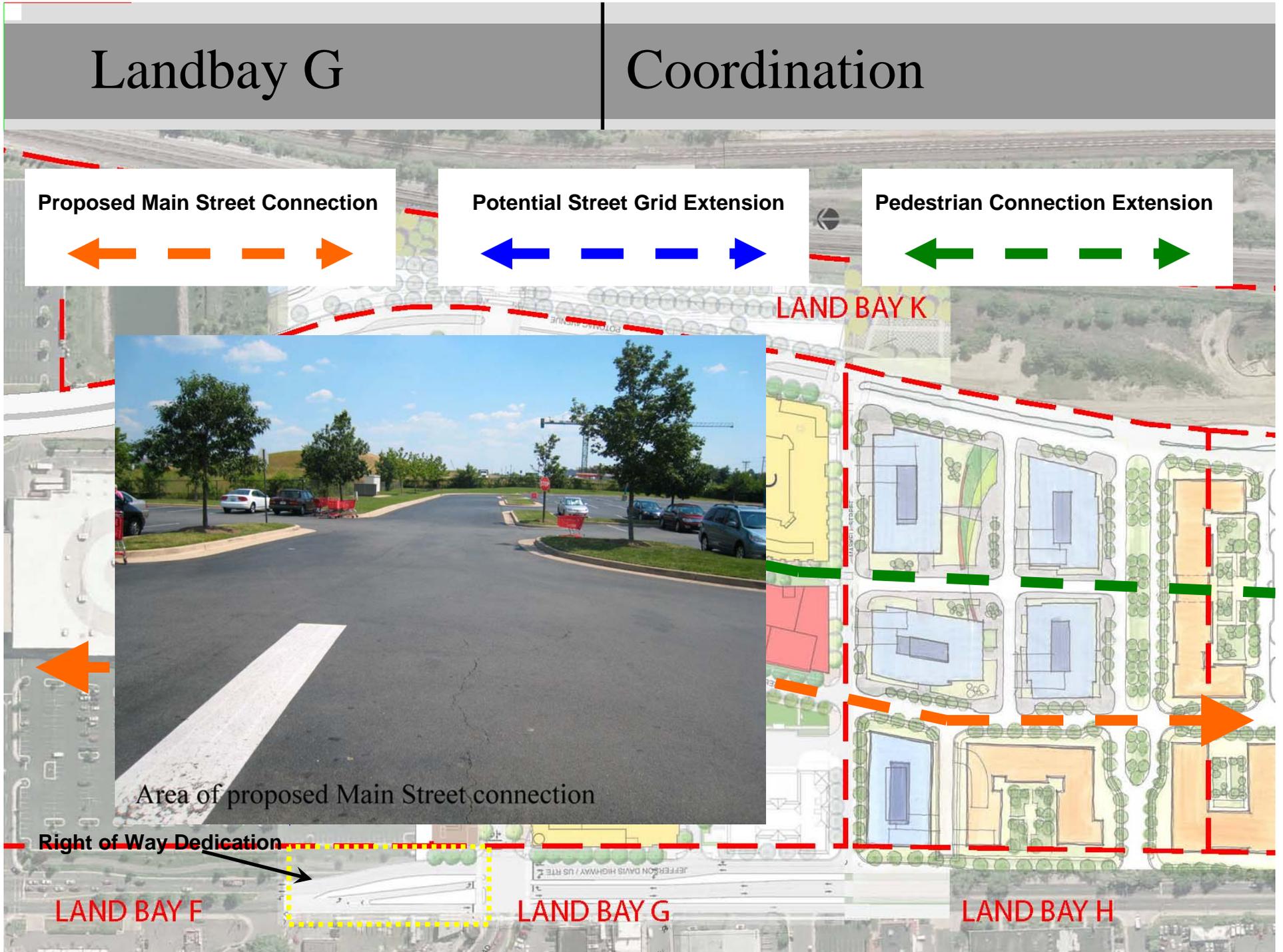


LAND BAY F

LAND BAY G

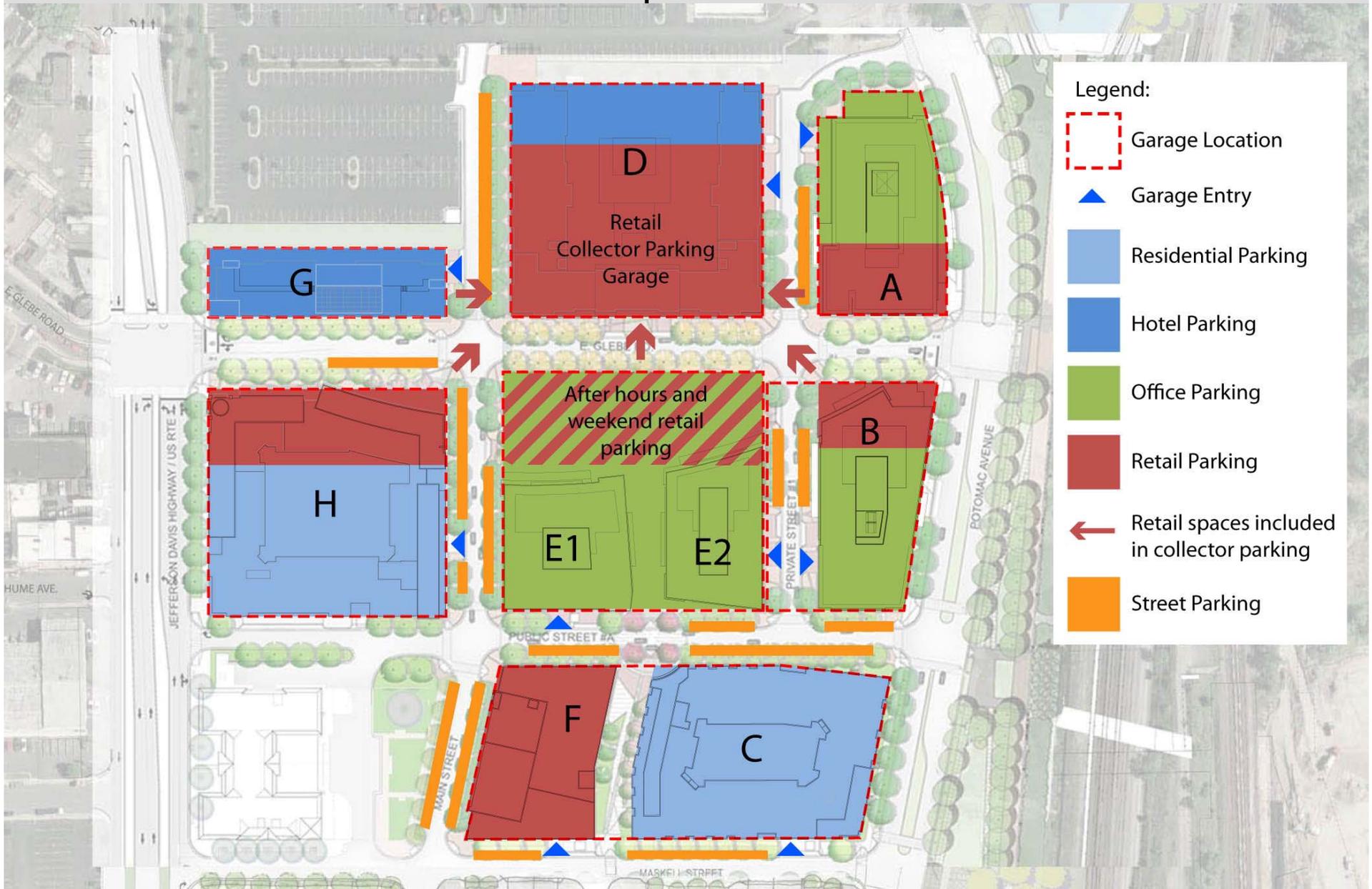
LAND BAY H

LAND BAY K



# Landbay G

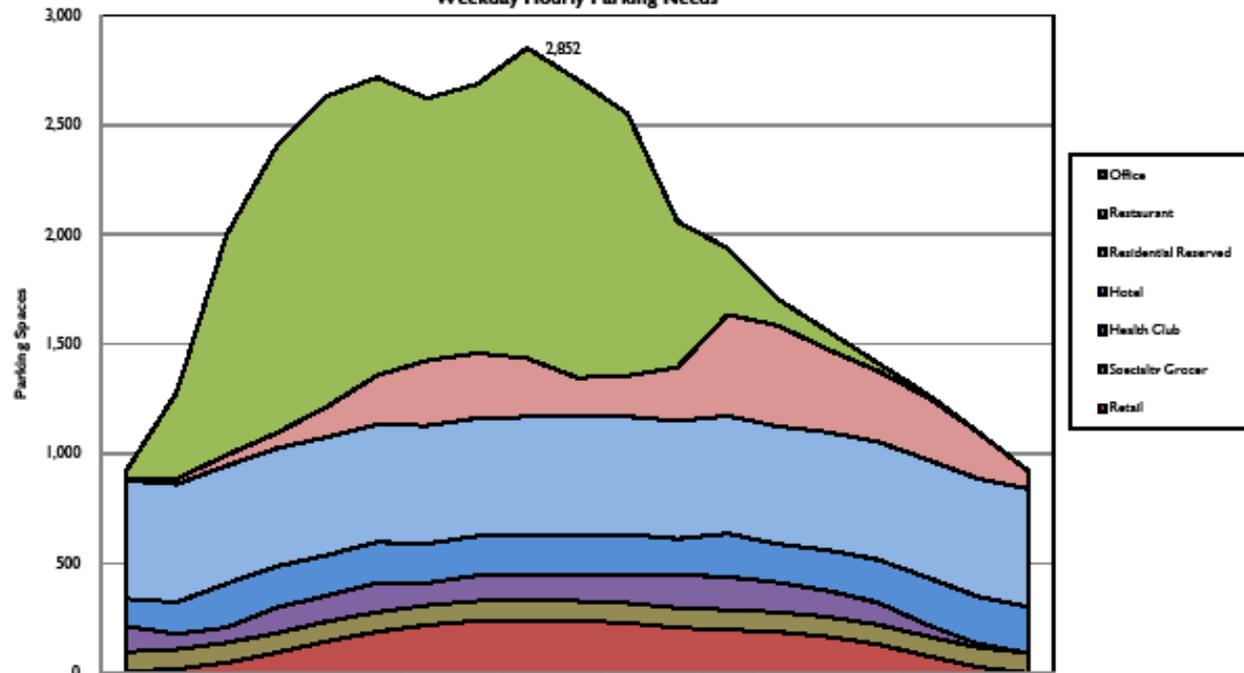
# Shared Parking



- Shared Parking based on parking data from ULI and ITE
- Shared parking peak demand is 2,852 spaces versus 3,648 spaces by zoning (a 22% reduction)
- Mixed-use developments that share parking result in better pedestrian connections and reduced reliance on driving.
- Shared parking is an important element of “smart growth” and can help reduce storm drainage and other environmental impacts
- Consistent with Eco City principles



**Figure 2  
Potomac Yard Town Center  
Weekday Hourly Parking Needs**



	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
Office	39	395	1,006	1,309	1,417	1,360	1,197	1,228	1,417	1,360	1,197	666	304	121	85	36	12	0	0
Restaurant	11	24	49	70	140	223	297	297	267	186	244	461	460	378	323	285	213	82	
Residential Reserved	538	538	538	538	538	538	538	538	538	538	538	538	538	538	538	538	538	538	538
Hotel	125	146	200	188	186	186	180	180	186	186	181	165	197	175	186	196	216	216	211
Health Club	117	70	70	117	117	133	102	117	117	117	133	151	151	135	119	101	52	16	0
Specialty Grocer	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90	90
Retail	6	17	47	92	144	187	218	237	237	237	228	206	197	187	165	130	76	26	0
<b>Total</b>	<b>926</b>	<b>1,280</b>	<b>2,000</b>	<b>2,404</b>	<b>2,632</b>	<b>2,717</b>	<b>2,622</b>	<b>2,487</b>	<b>2,852</b>	<b>2,707</b>	<b>2,553</b>	<b>2,060</b>	<b>1,938</b>	<b>1,706</b>	<b>1,561</b>	<b>1,414</b>	<b>1,269</b>	<b>1,099</b>	<b>921</b>

