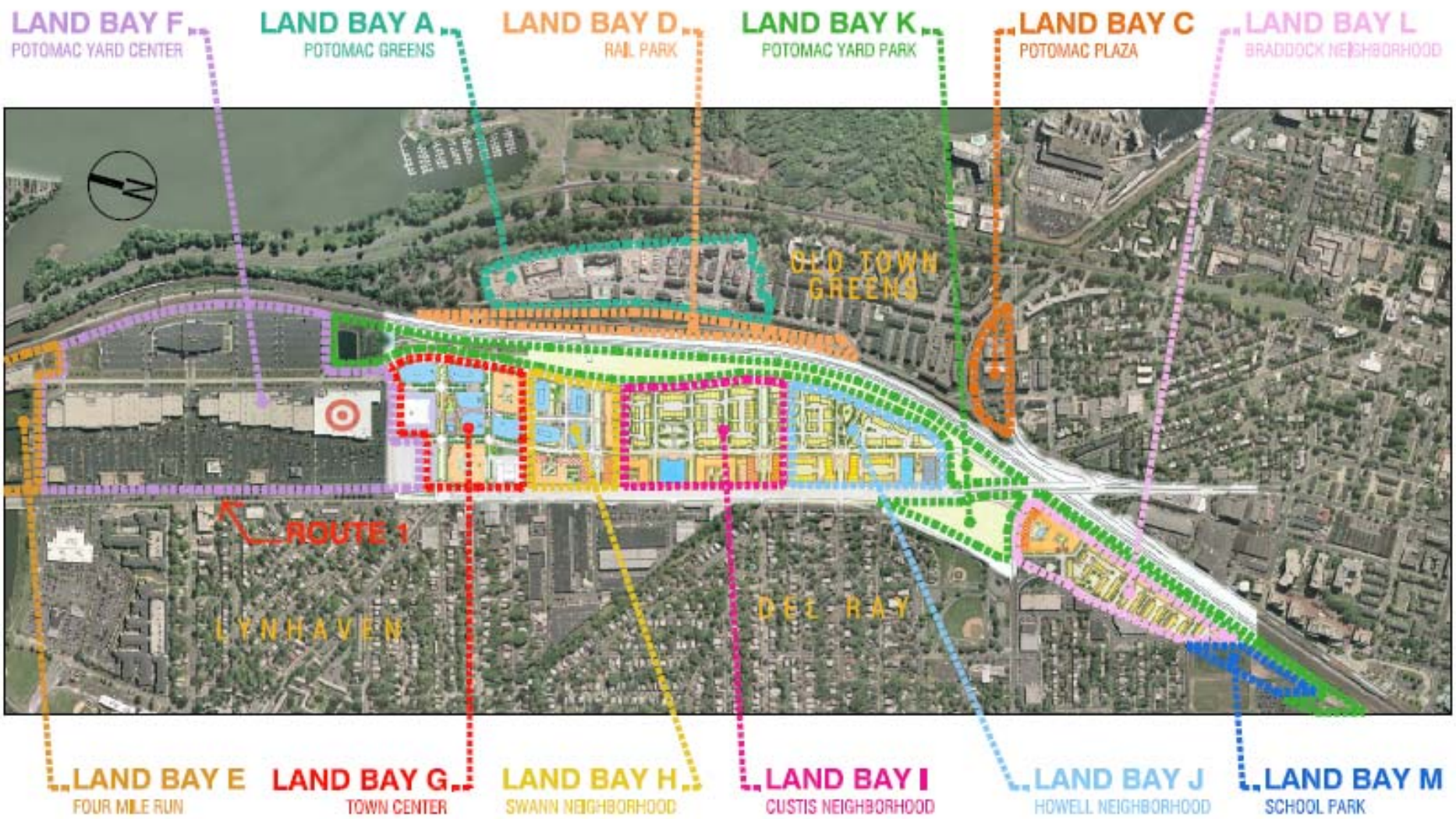
PC Work Session

AGENDA

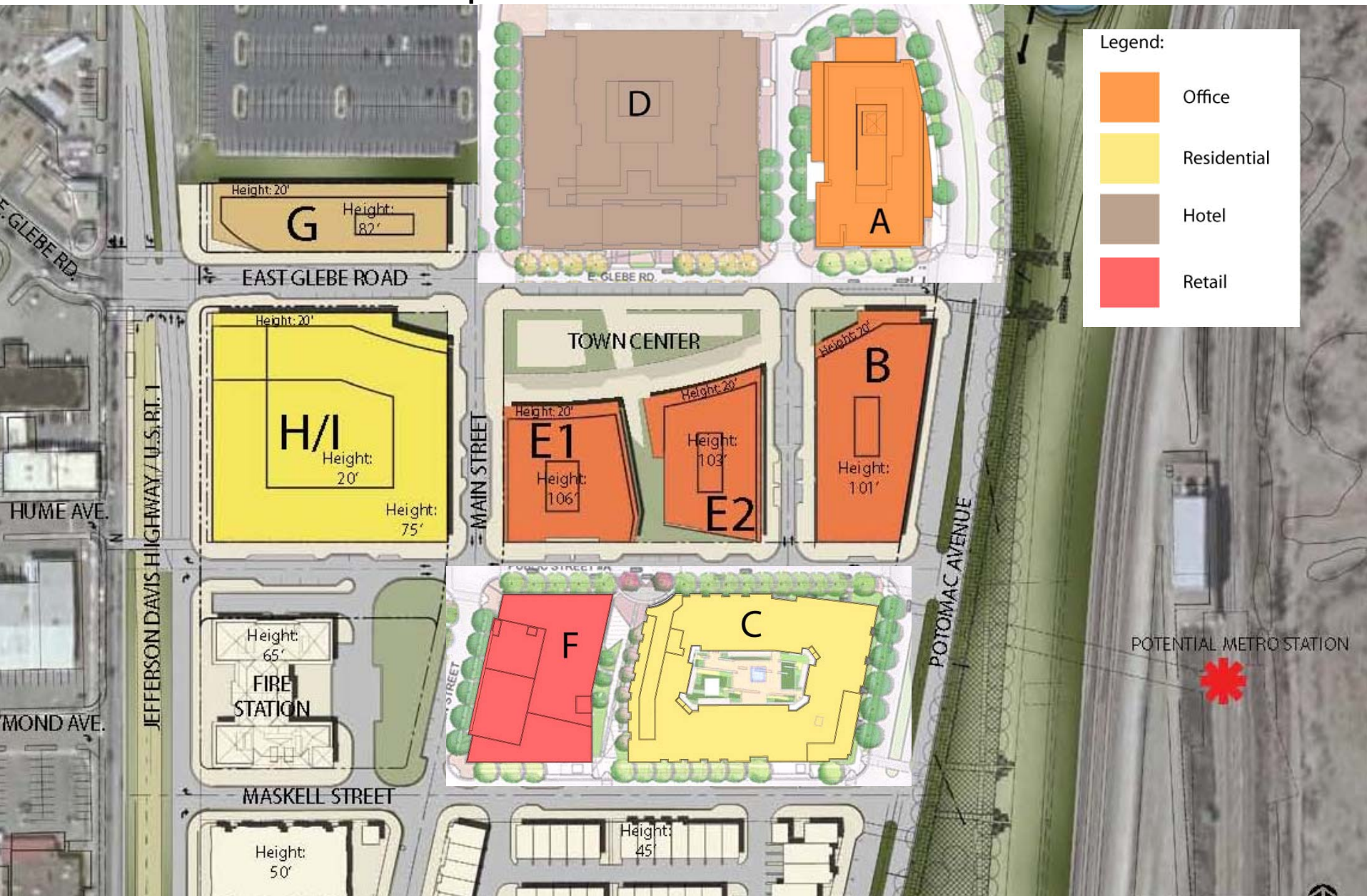
- Landbay G
- Landbay I, J
- Retail Study
- Next Steps

Potomac Yard Concept Plan



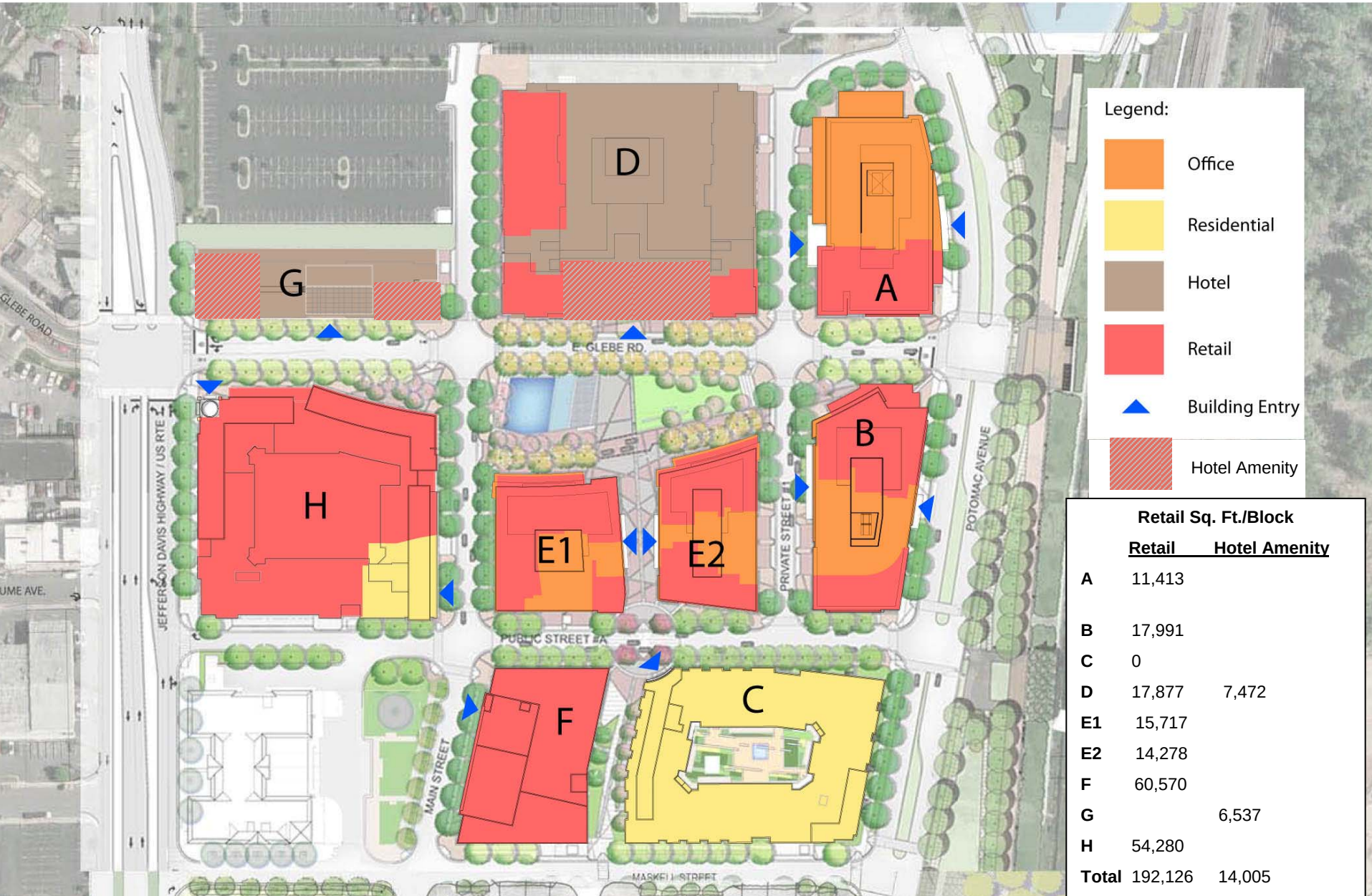
Previous Site Plan -

(November 2007 Planning Commission Work Session)



Current Site Plan –

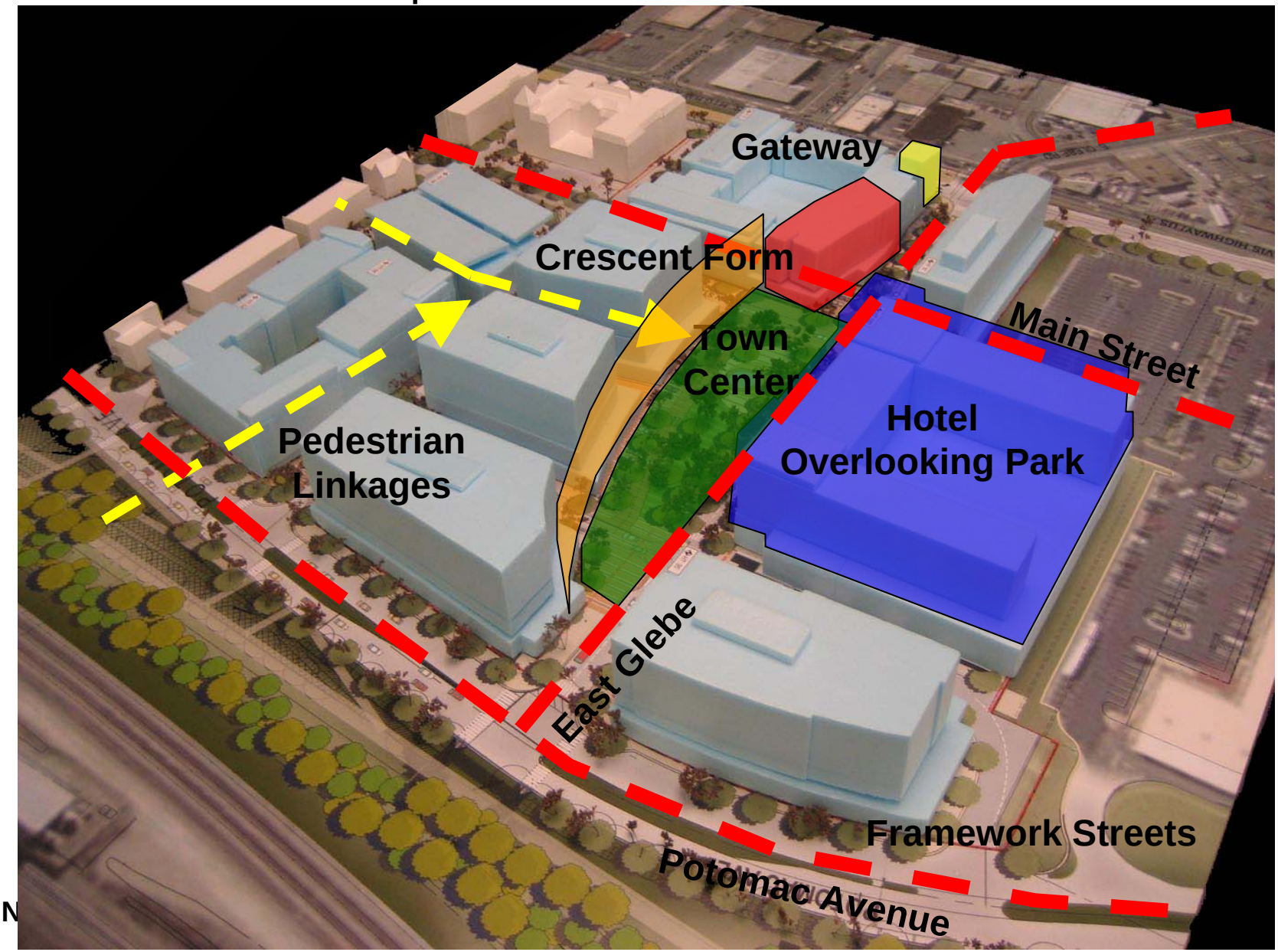
Ground Floor Retail



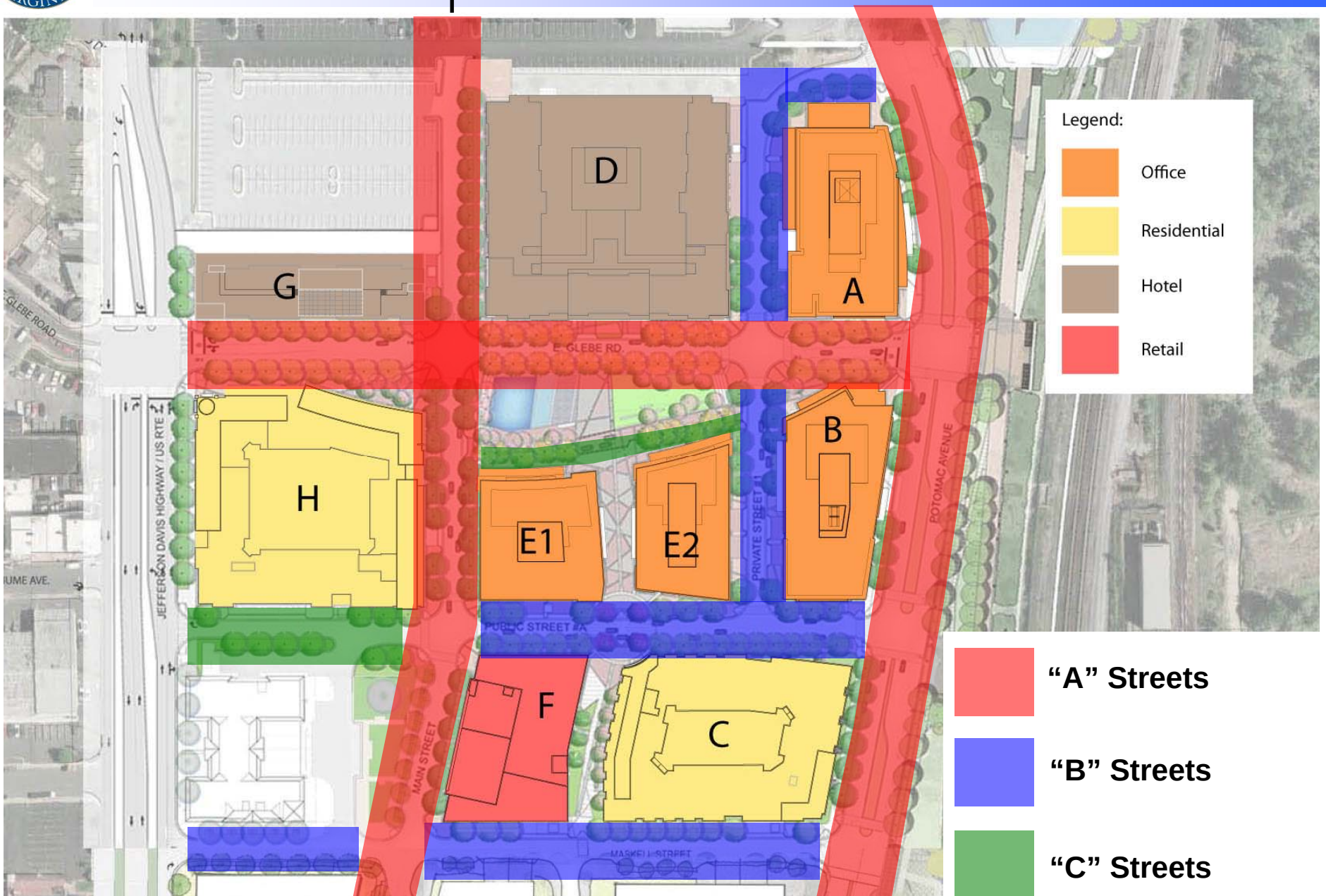
Retail Sq. Ft./Block

	Retail	Hotel Amenity
A	11,413	
B	17,991	
C	0	
D	17,877	7,472
E1	15,717	
E2	14,278	
F	60,570	
G		6,537
H	54,280	
Total	192,126	14,005

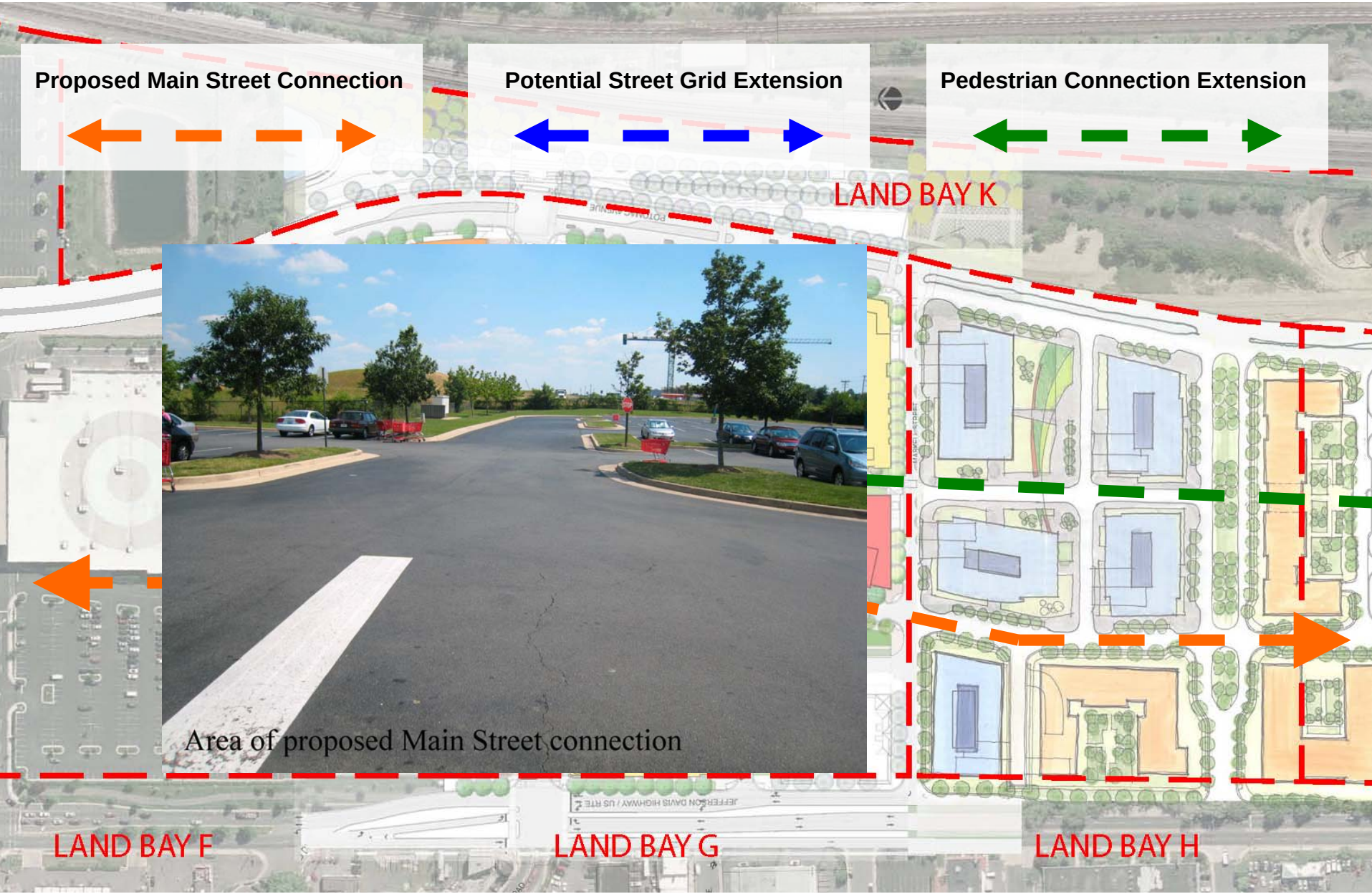
Urban Design Framework



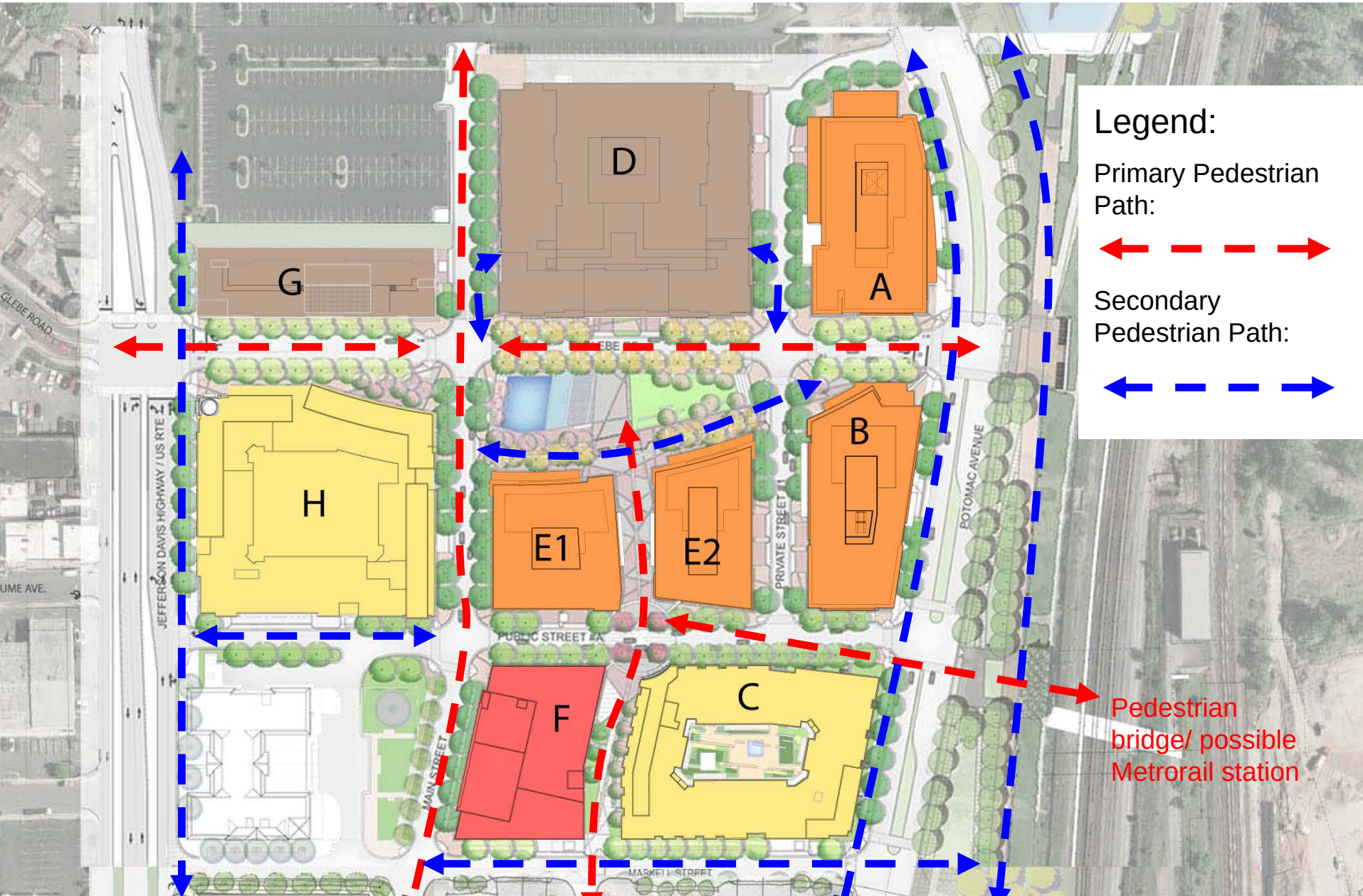
Street Character



Coordination with Adjacent Land Bays

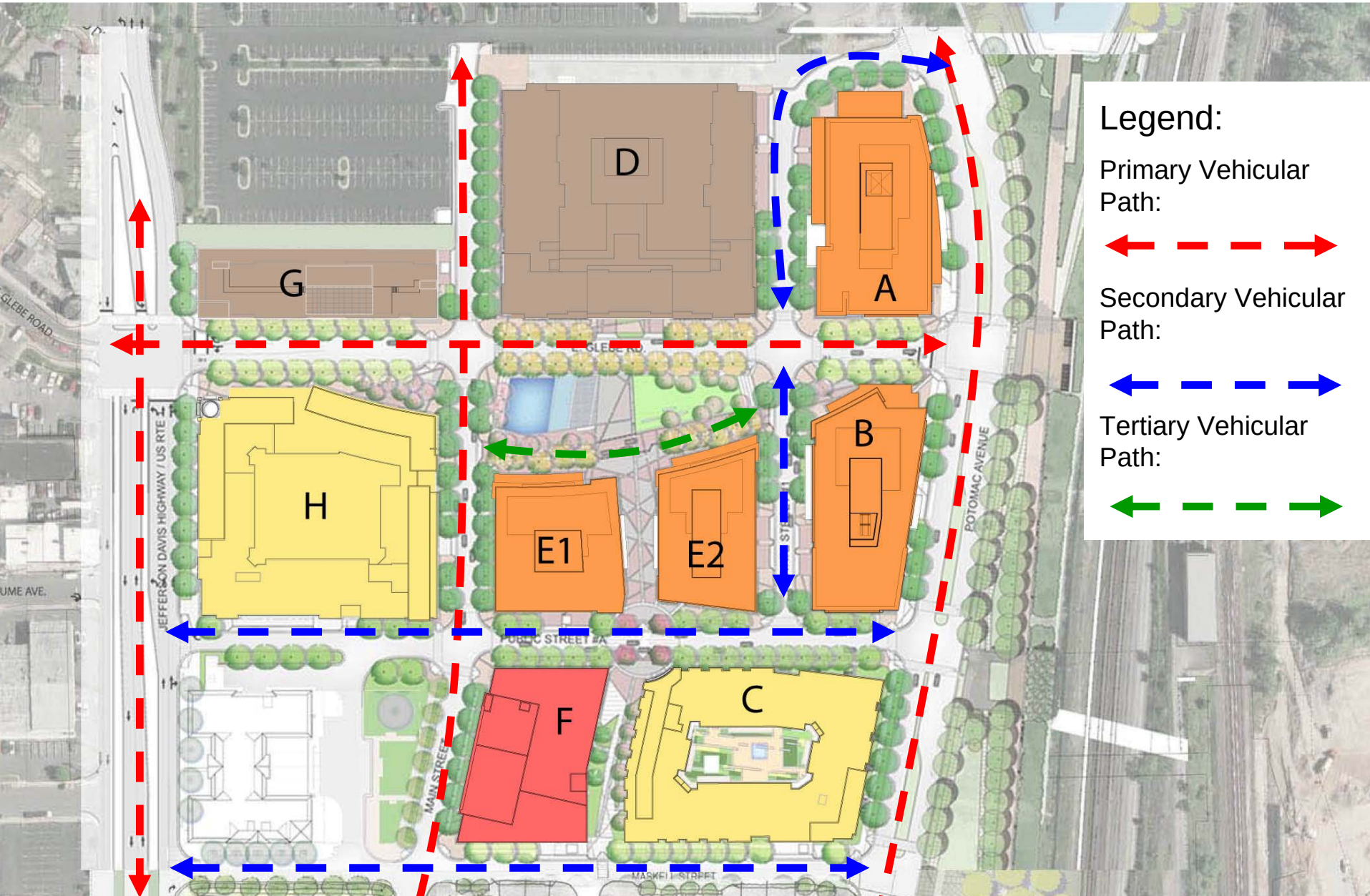


Town Center Connectivity - Pedestrian



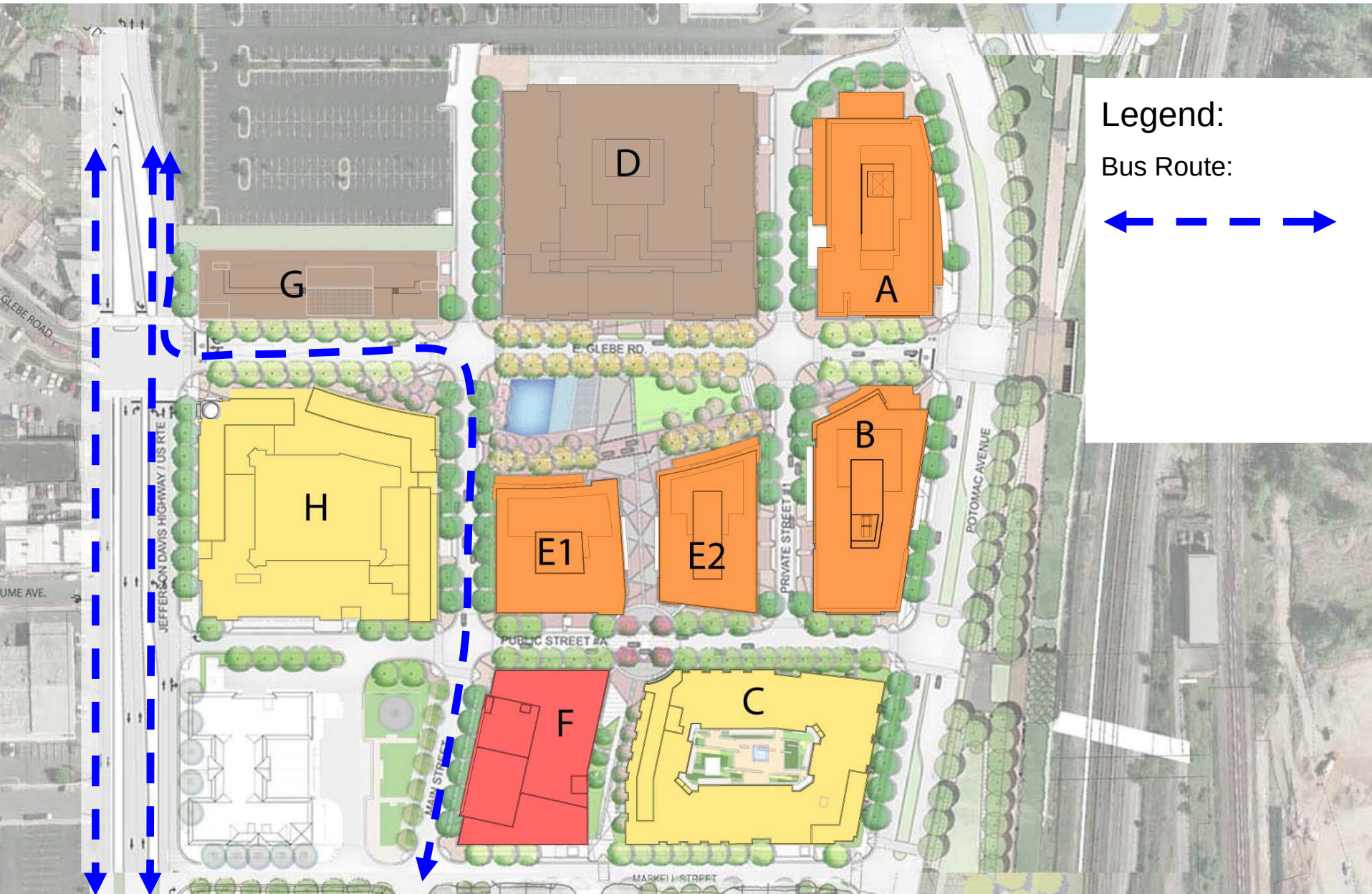
Town Center Connectivity -

Vehicular



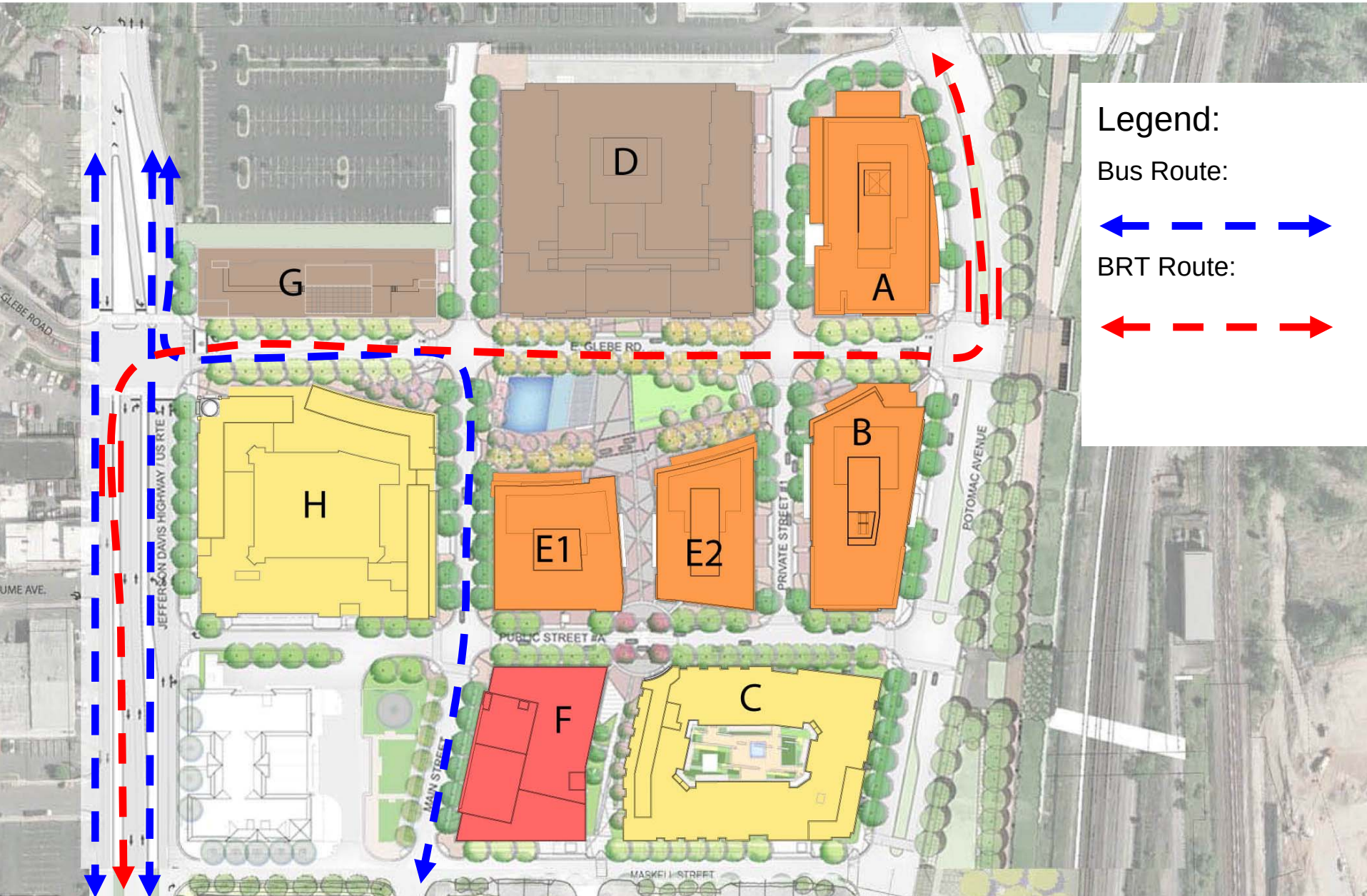
Town Center Connectivity-

Transit

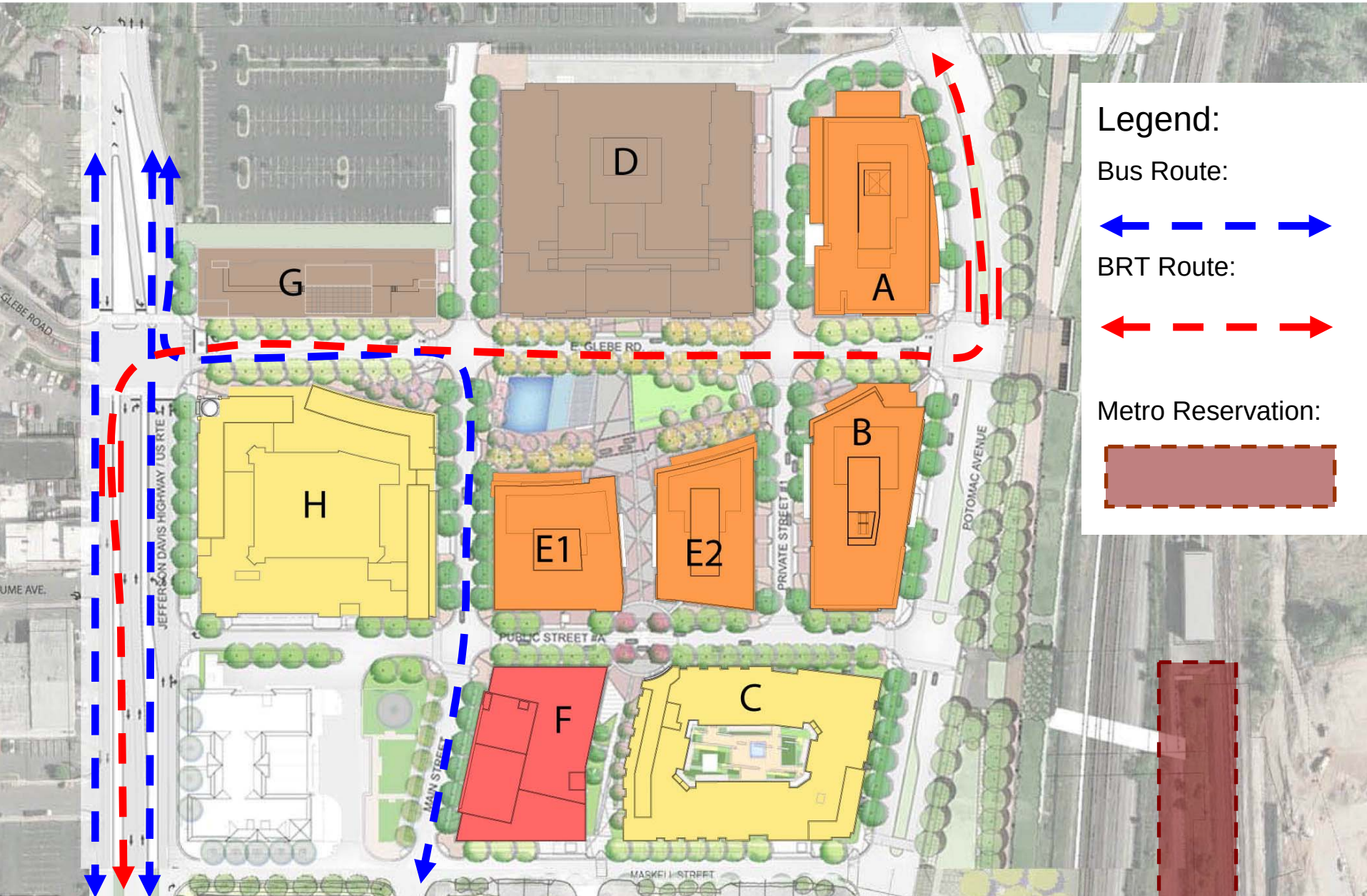


Town Center Connectivity-

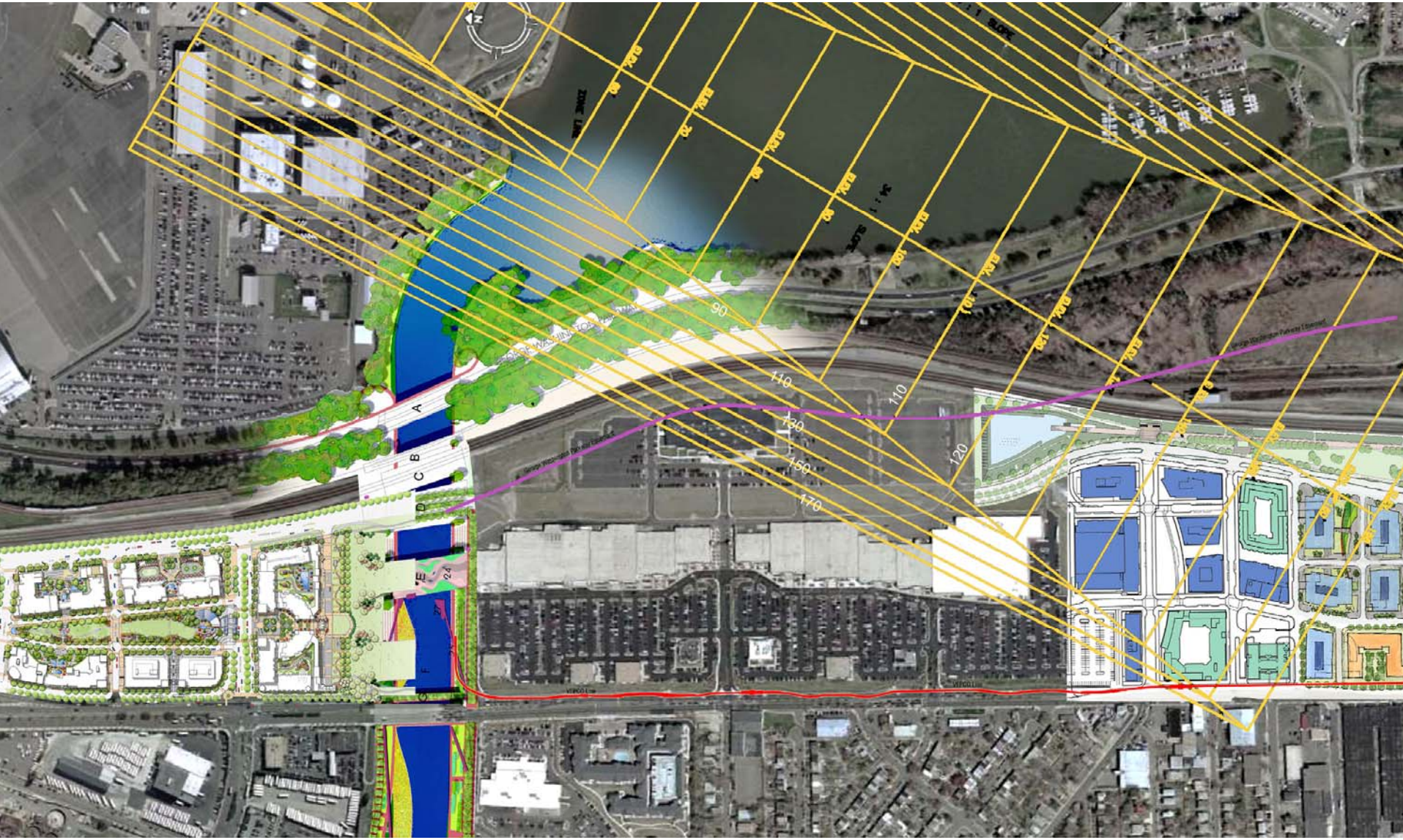
Transit



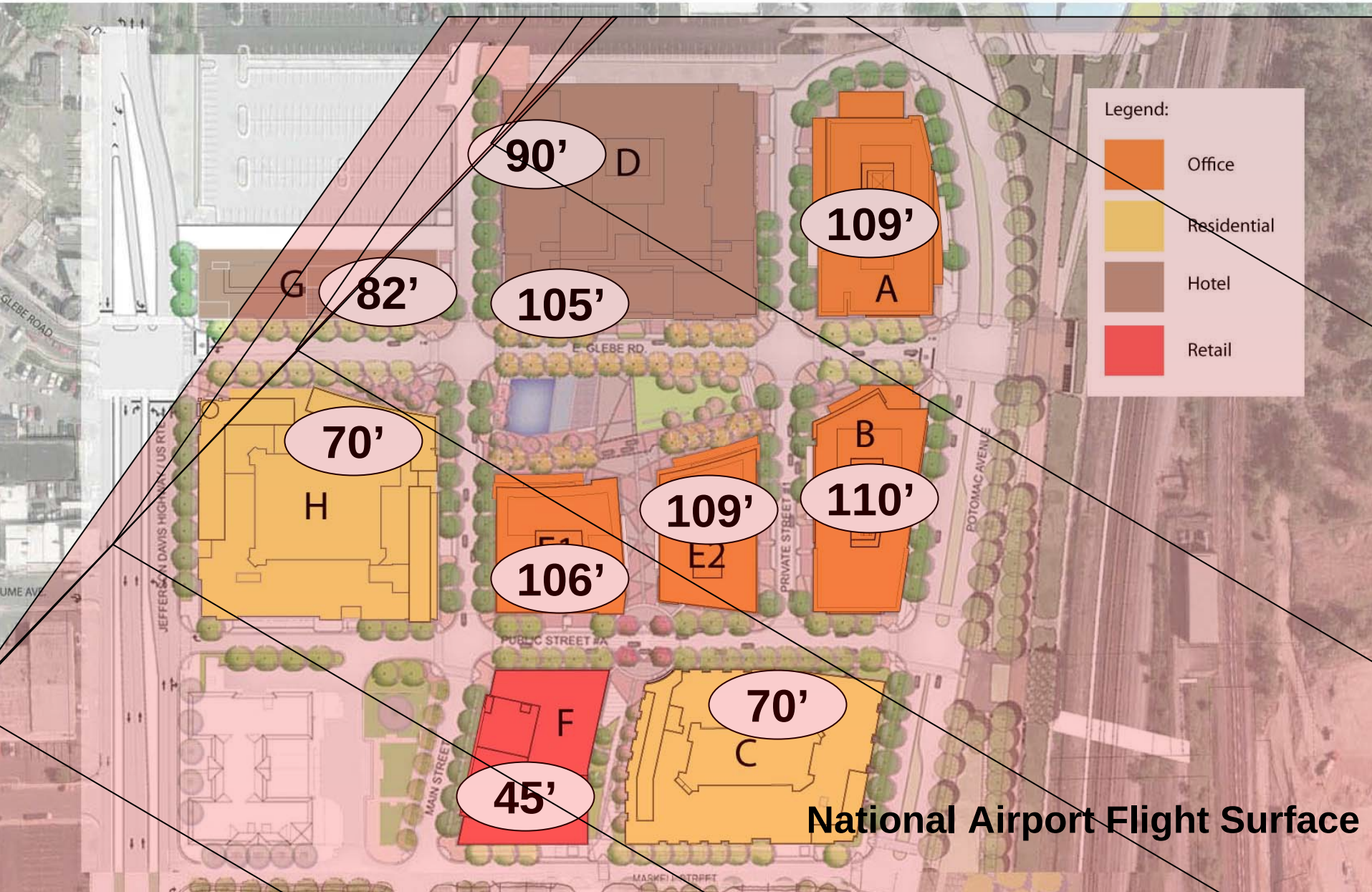
Town Center Connectivity- *Transit*



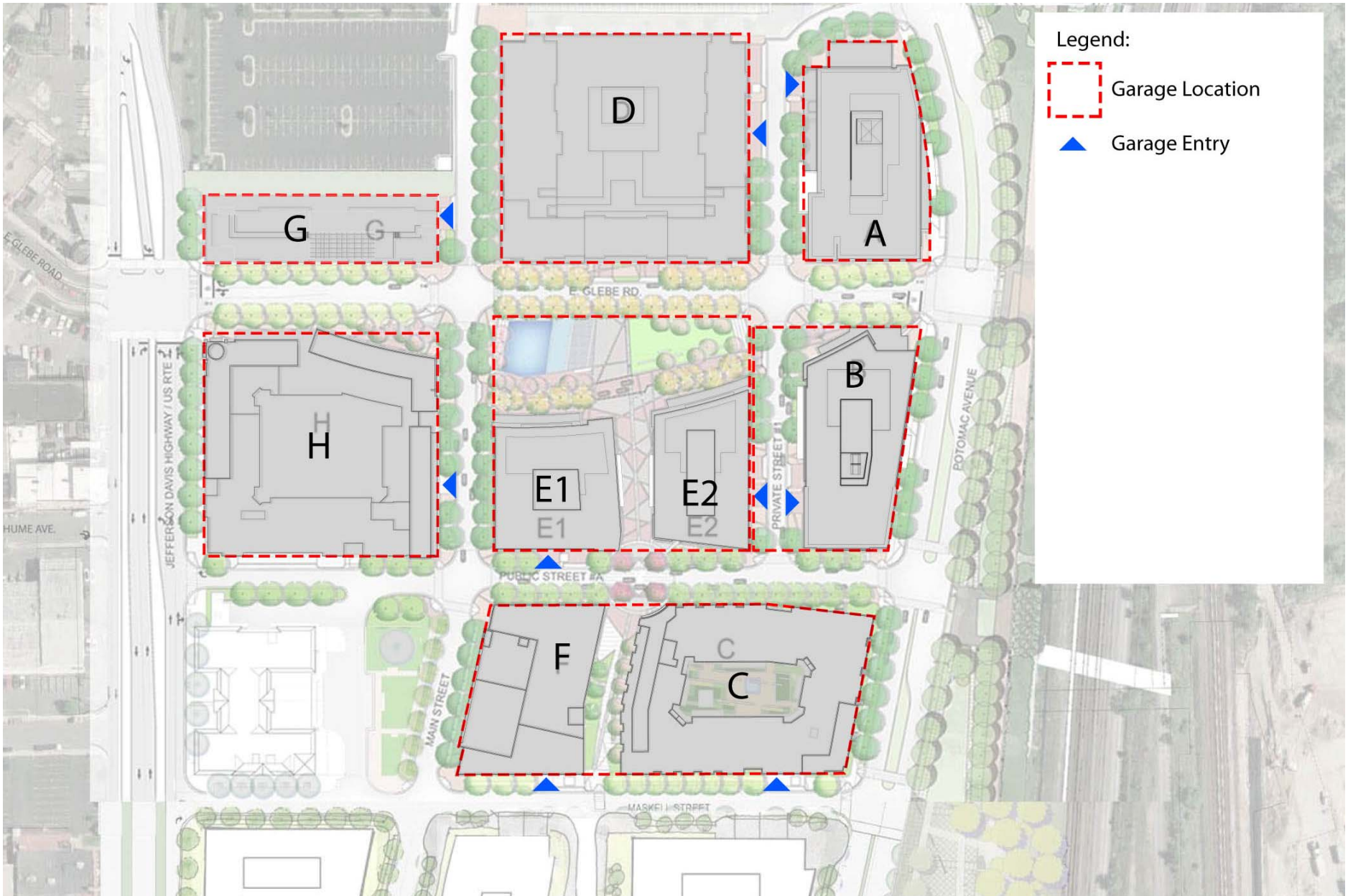
Building Heights



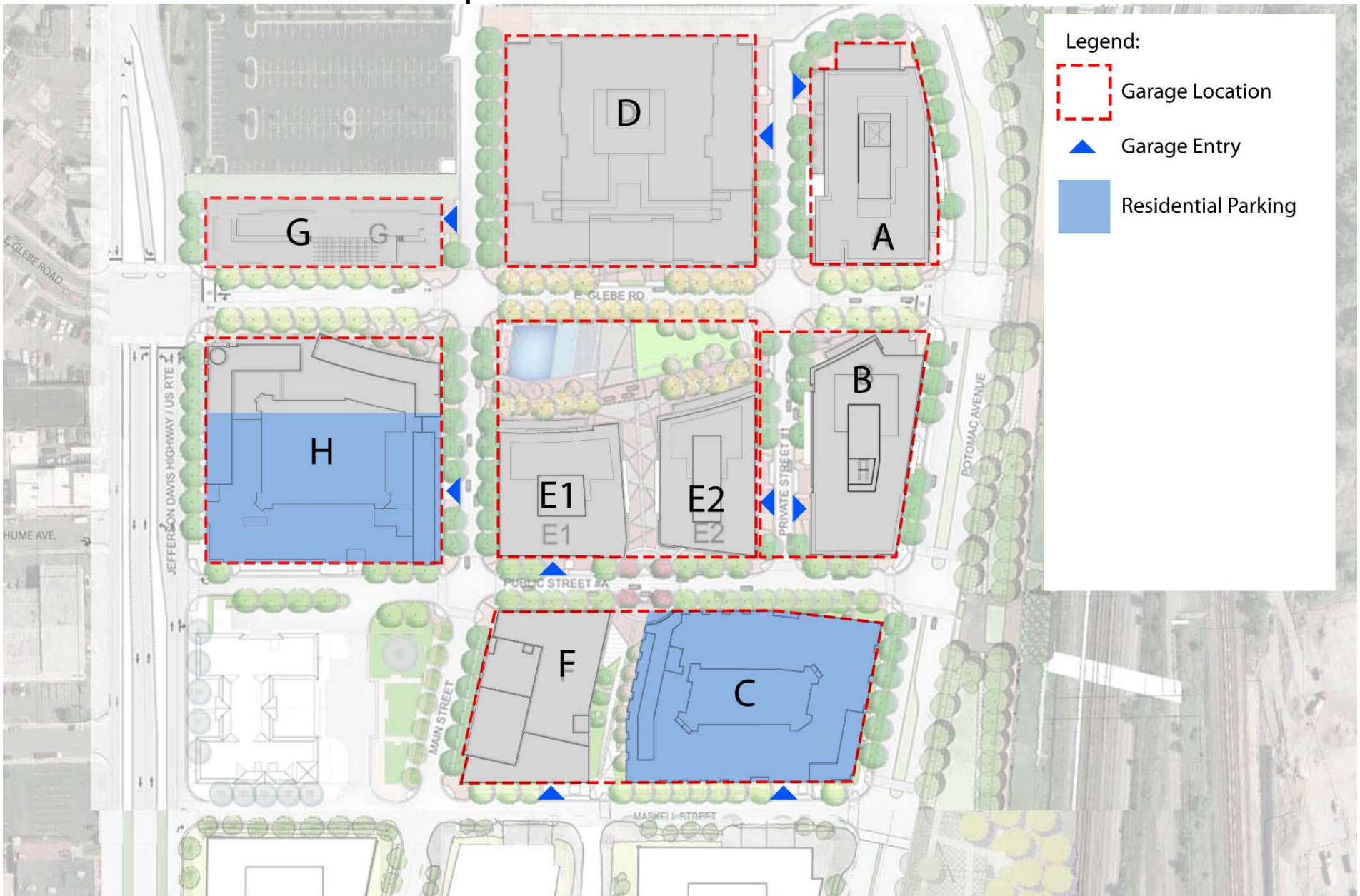
Building Heights



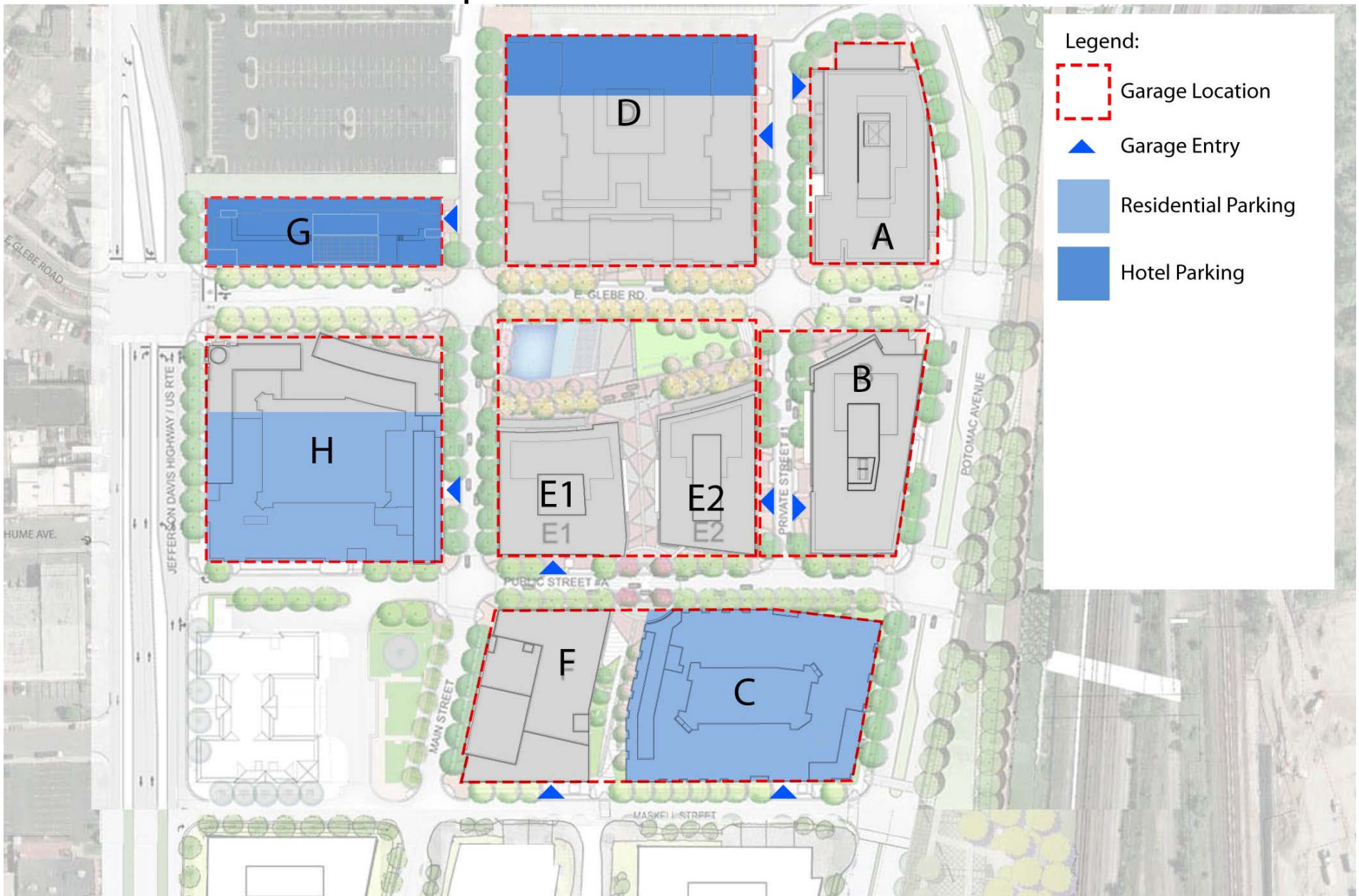
Parking


Legend:
Garage Location
Garage Entry
D
A
G
H
E1
E2
B
F
C
E GLEBE RD
E GLEBE ROAD
HUME AVE
JEFFERSON DAVIS HIGHWAY / US RTE 2
PUBLIC STREET #A
PRIVATE STREET #1
POTOMAC AVENUE
MAIN STREET
MASKELL STREET

Parking


Legend:
Garage Location
Garage Entry
Residential Parking
D
A
G
H
E1
E2
B
F
C
E GLEBE RD.
E GLEBE ROAD
HUME AVE.
JEFFERSON DAVIS HIGHWAY / US RTE 1
PUBLIC STREET #A
PRIVATE STREET #1
POTOMAC AVENUE
MAIN STREET
MASKELL STREET

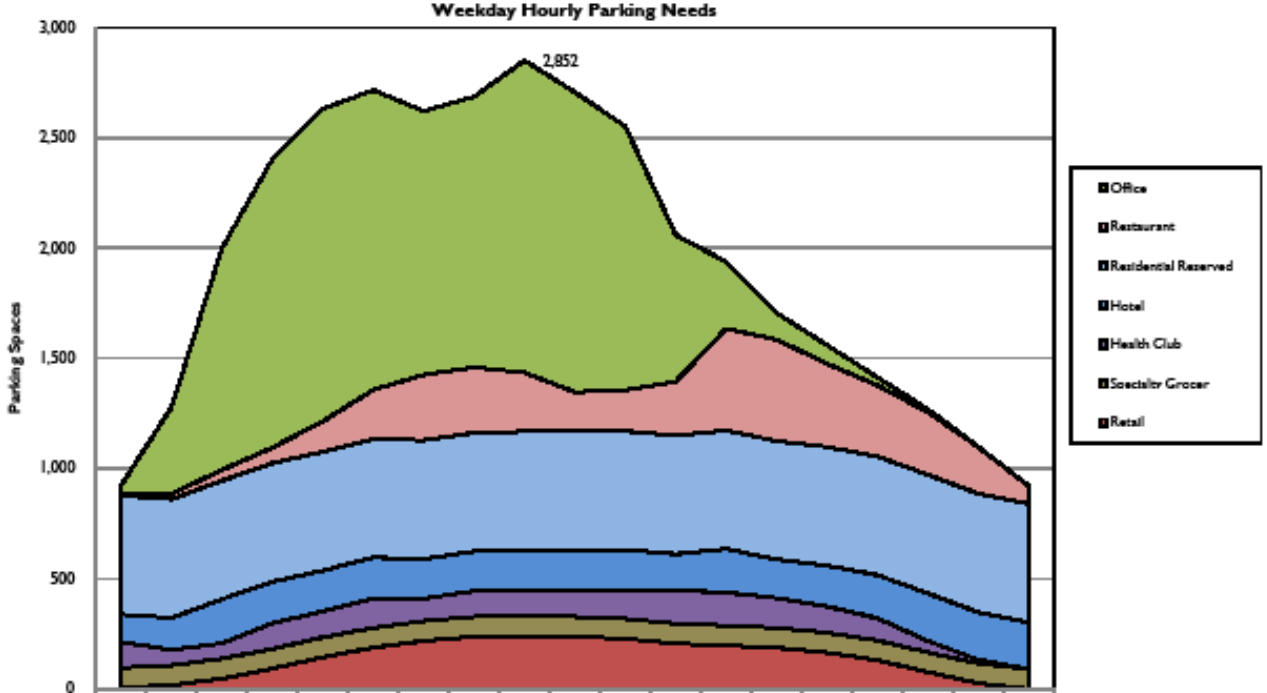
Parking


Legend:
Garage Location
Garage Entry
Residential Parking
Hotel Parking
D
A
G
H
E1
E2
B
F
C
E GLEBE RD.
JEFFERSON DAVIS HIGHWAY / US RTE 1
PRIVATE STREET #1
POTOMAC AVENUE
PUBLIC STREET #A
MAIN STREET
MASKELL STREET
HUME AVE.

Shared Parking

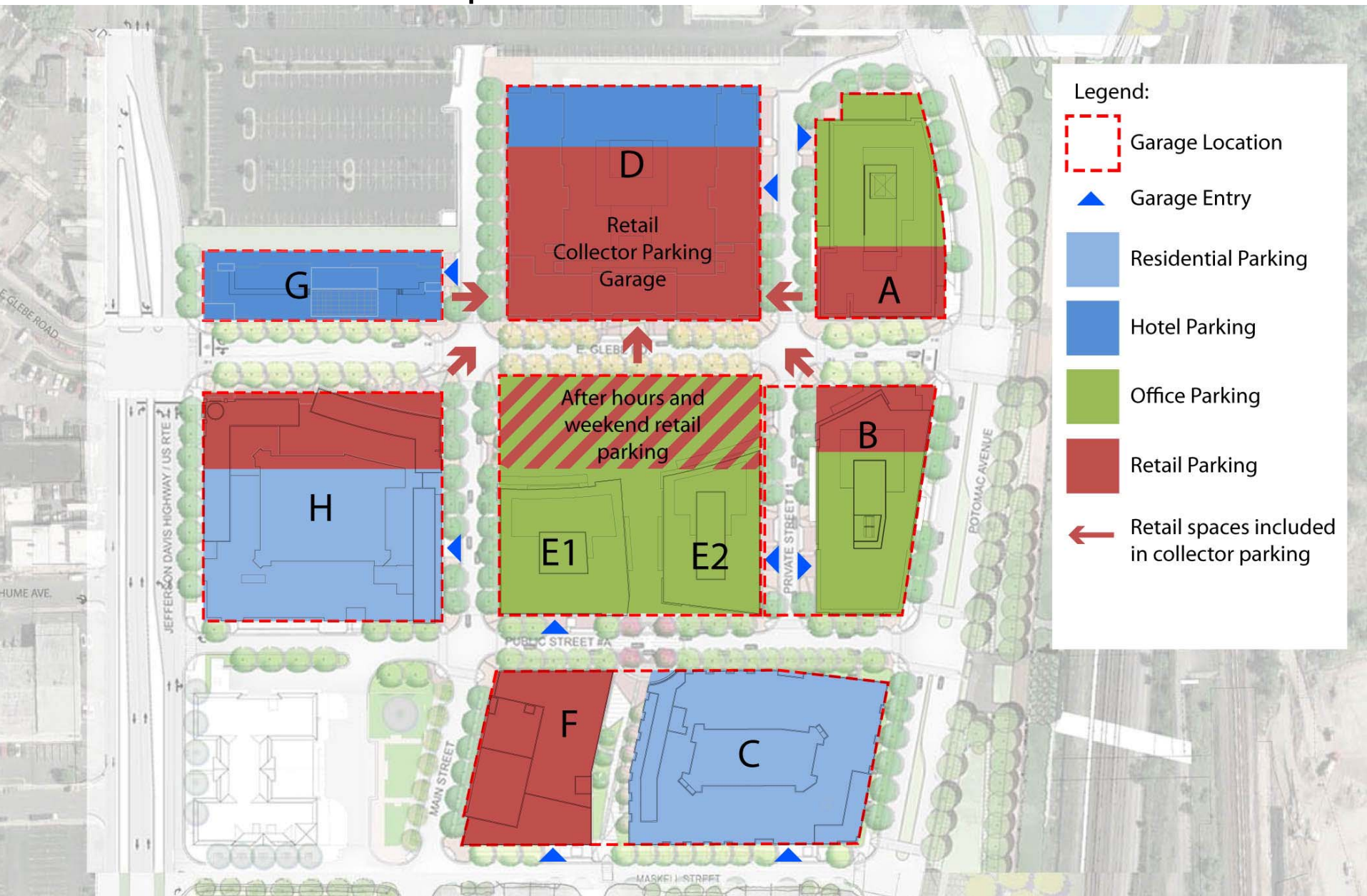
- Shared Parking based on parking data from ULI and ITE
- Shared parking peak demand is 2,852 spaces versus 3,648 spaces by zoning (a 22% reduction)
- Mixed-use developments that share parking result in better pedestrian connections and reduced reliance on driving.
- Shared parking is an important element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

Shared Parking

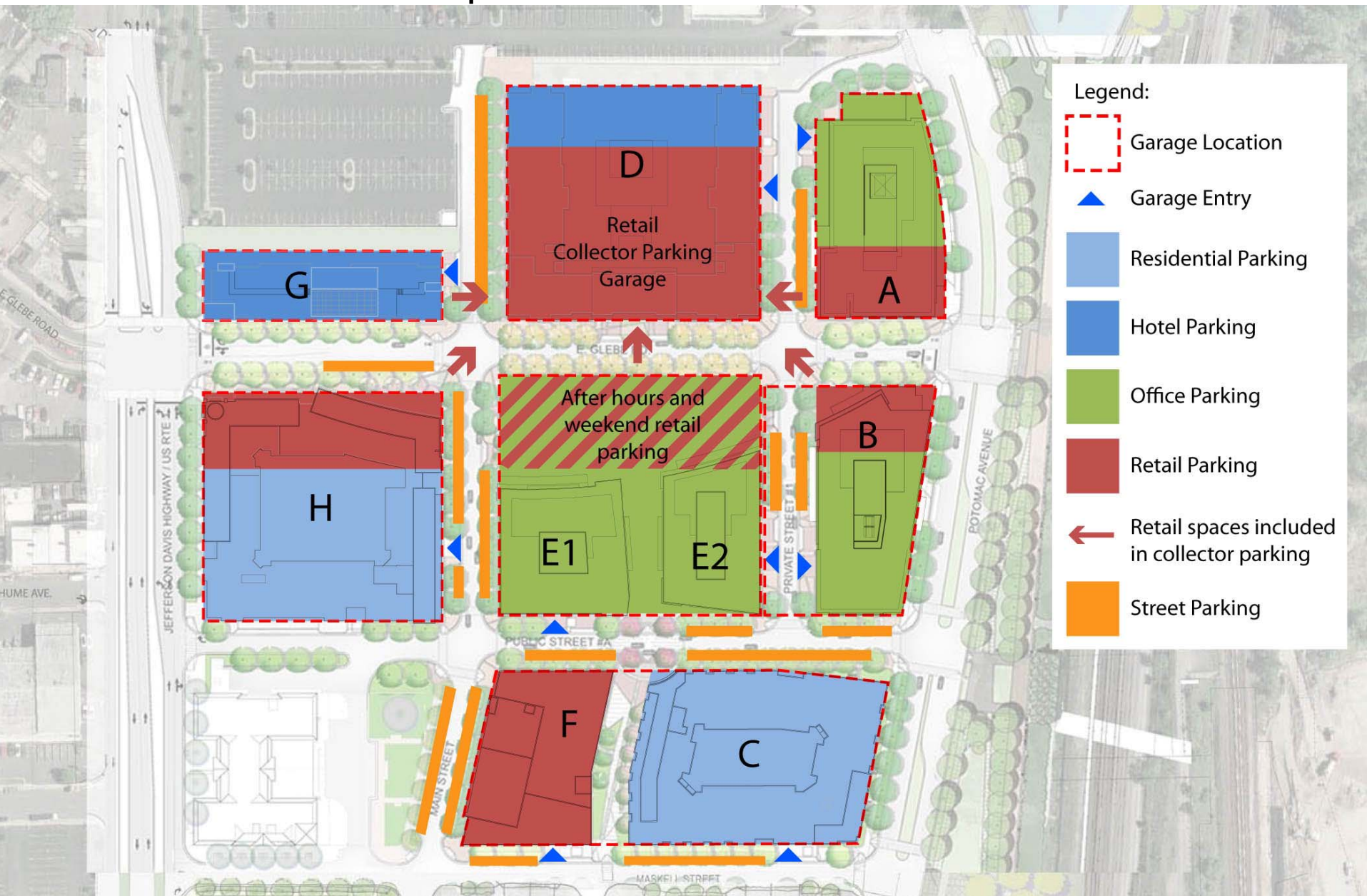


	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM	12:00 AM
Office	39	395	1,006	1,309	1,417	1,360	1,197	1,228	1,417	1,360	1,197	666	304	121	85	36	12	0	0
Restaurant	11	24	49	70	140	223	297	297	267	179	186	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
Total	926	1,280	2,000	2,404	2,632	2,717	2,622	2,687	2,852	2,707	2,553	2,060	1,938	1,706	1,561	1,414	1,269	1,099	921

Shared Parking



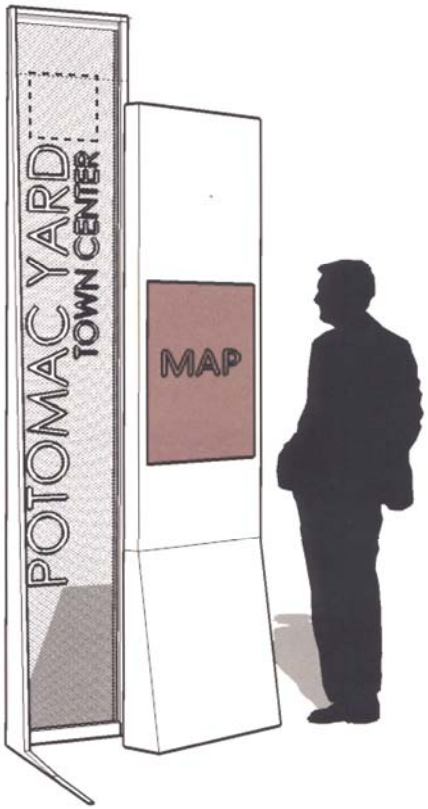
Shared Parking



Coordinated Sign Program

Project Identification and Wayfinding

- Incorporate methodology from Sasaki
- Establish a unique identity
- Direct pedestrians to amenities
- Direct vehicles to parking

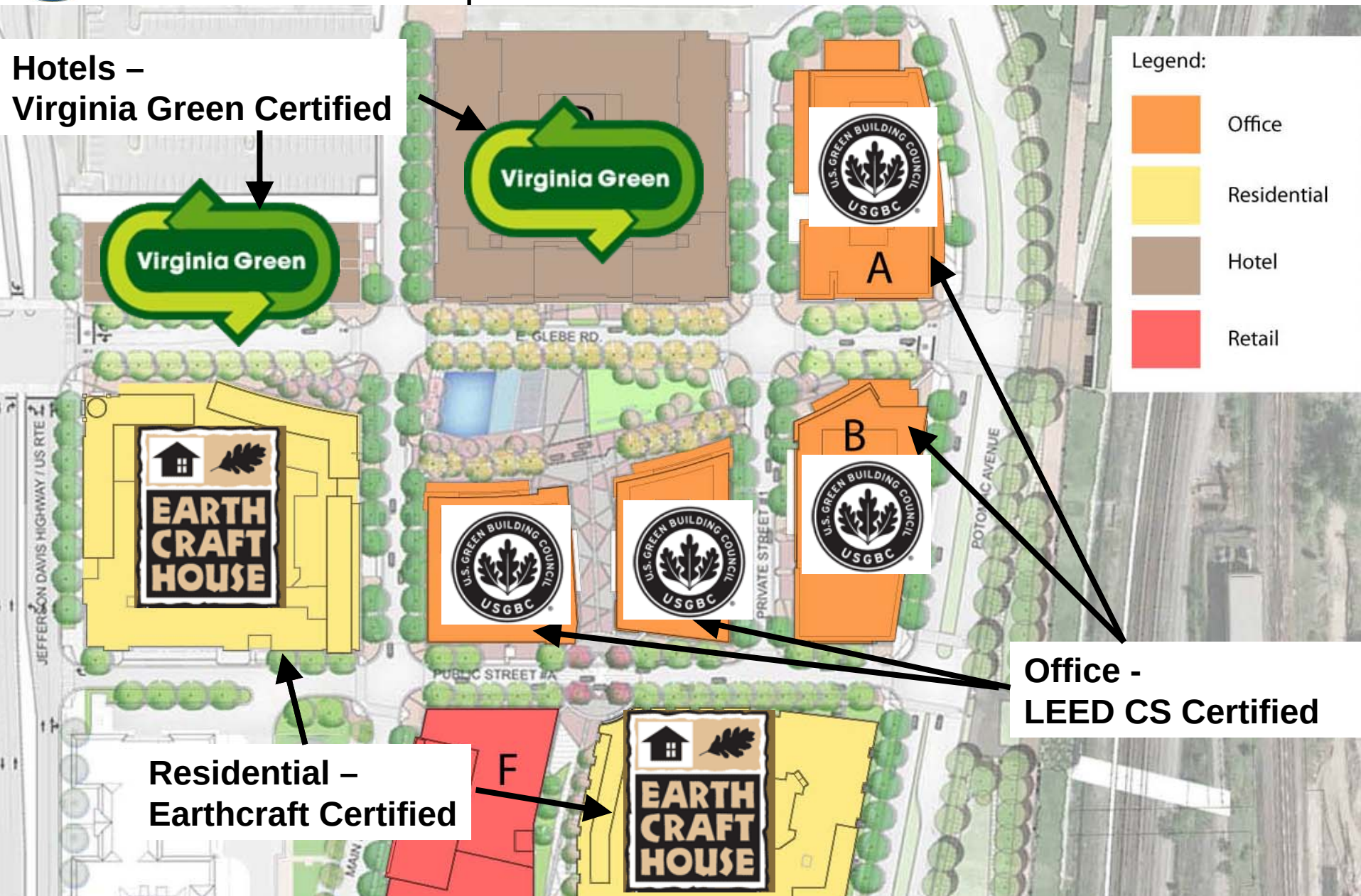


Coordinated Sign Program

Retail Signage and Guidelines

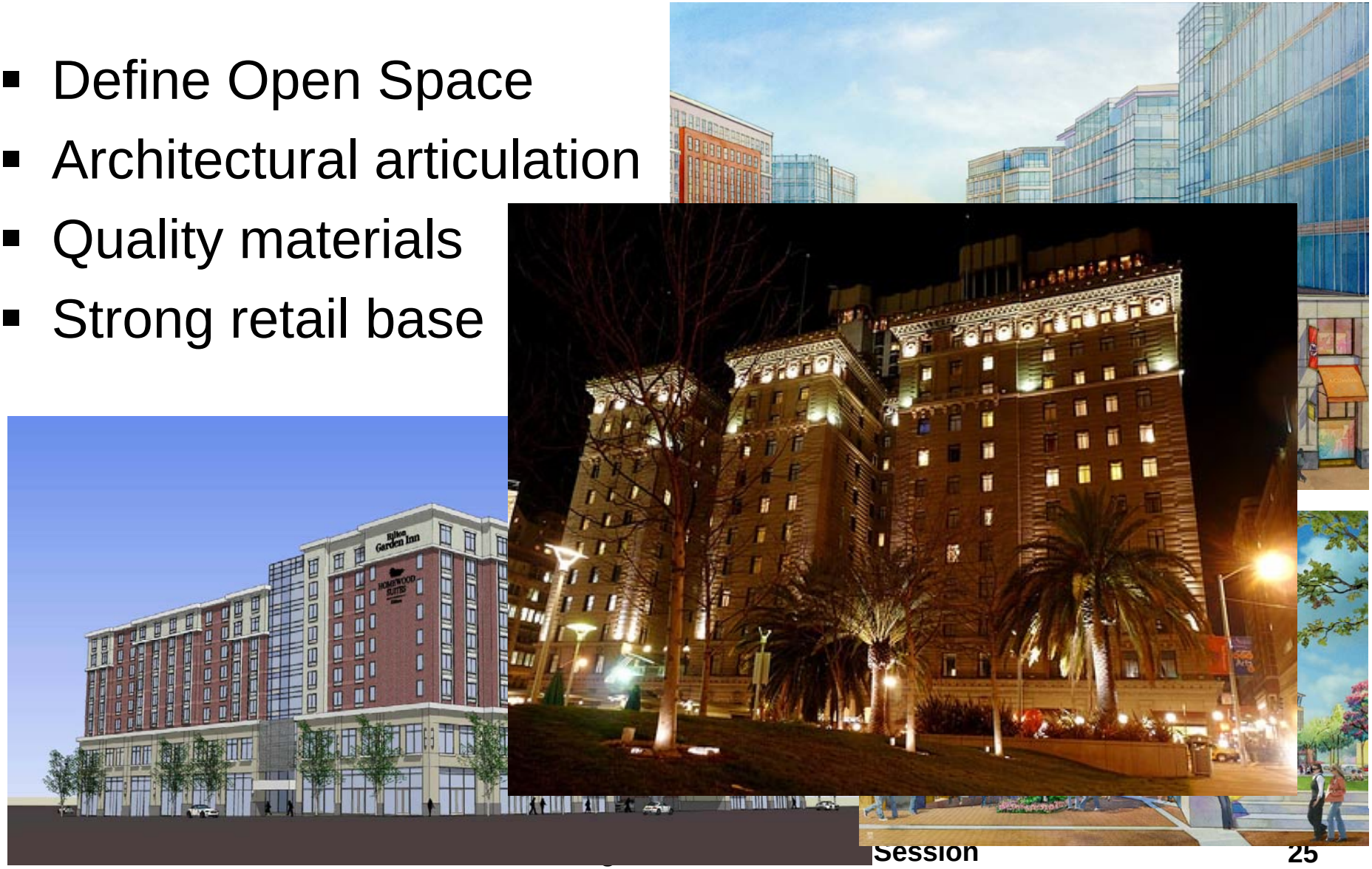
- Promote individual tenant expression while maintaining quality control
- Encourage signage that contributes to the vitality while respecting the architecture
- Covers te d outdoor dining

Sustainable Features



Architecture

- Define Open Space
- Architectural articulation
- Quality materials
- Strong retail base

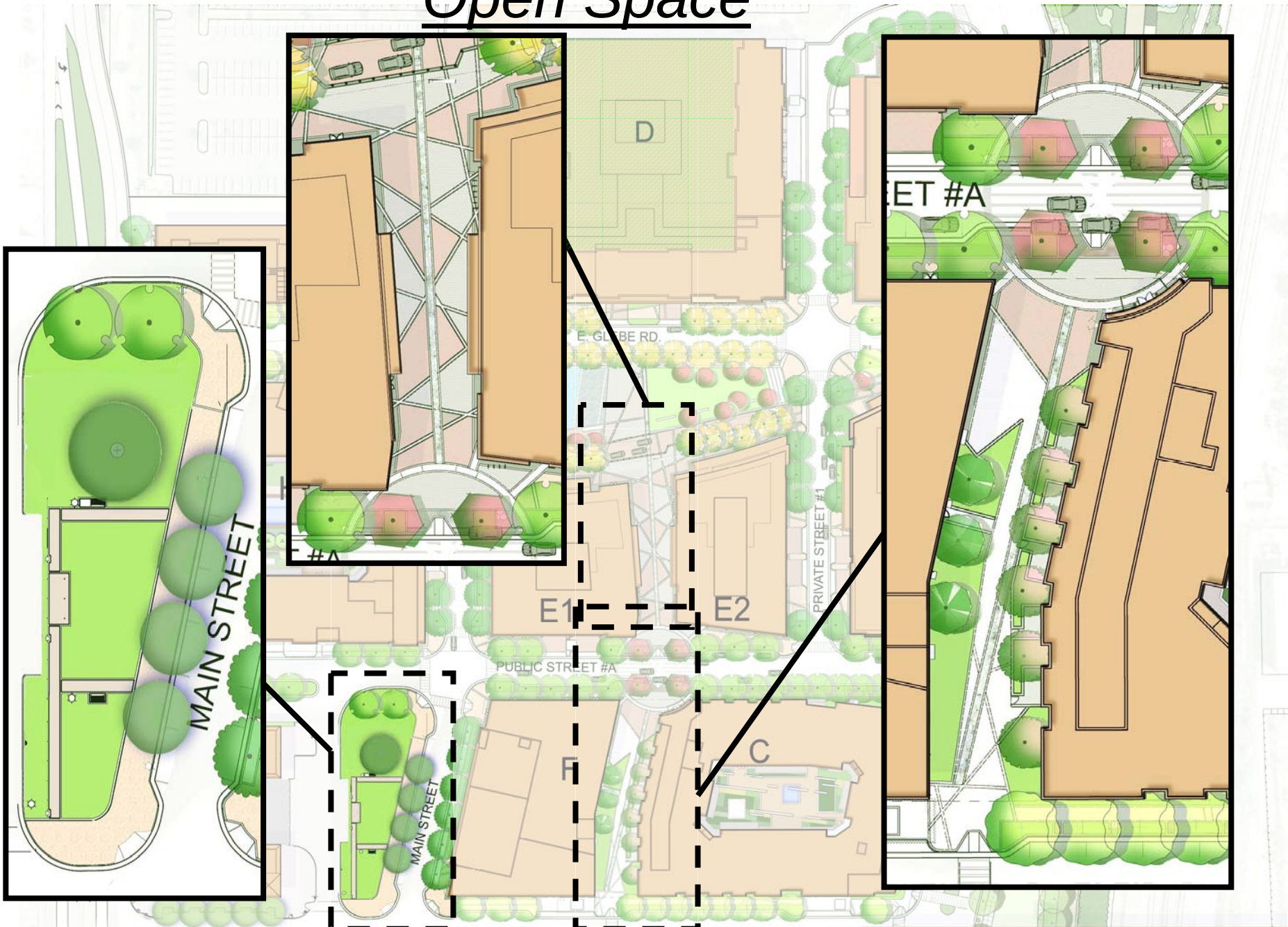


Architecture

- Define street wall
- Activate ground level
- Prominent entry features
- Quality materials

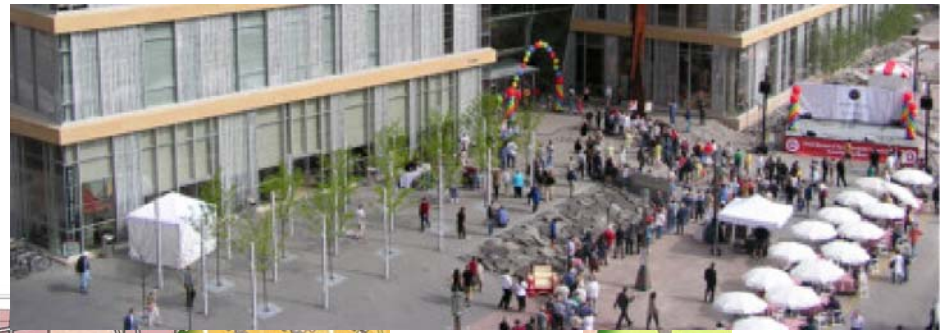
Open Space

Open Space


D
E1
E2
C
F
E. GLOBE RD.
PUBLIC STREET #A
PRIVATE STREET #1
MAIN STREET
MAIN STREET
ET #A

Open Space

Water

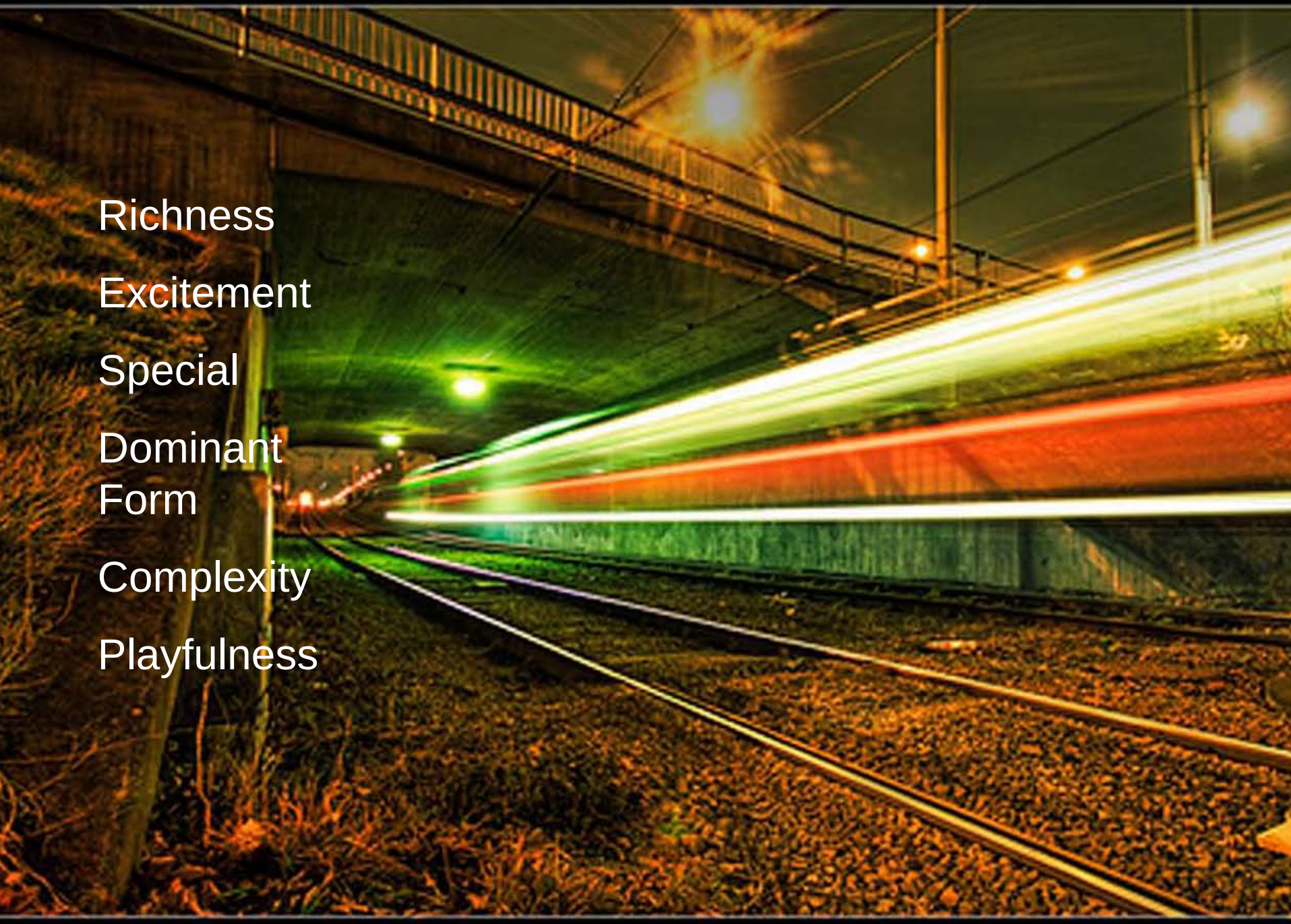


Activity

Seating

Landscape

Open Space



Richness

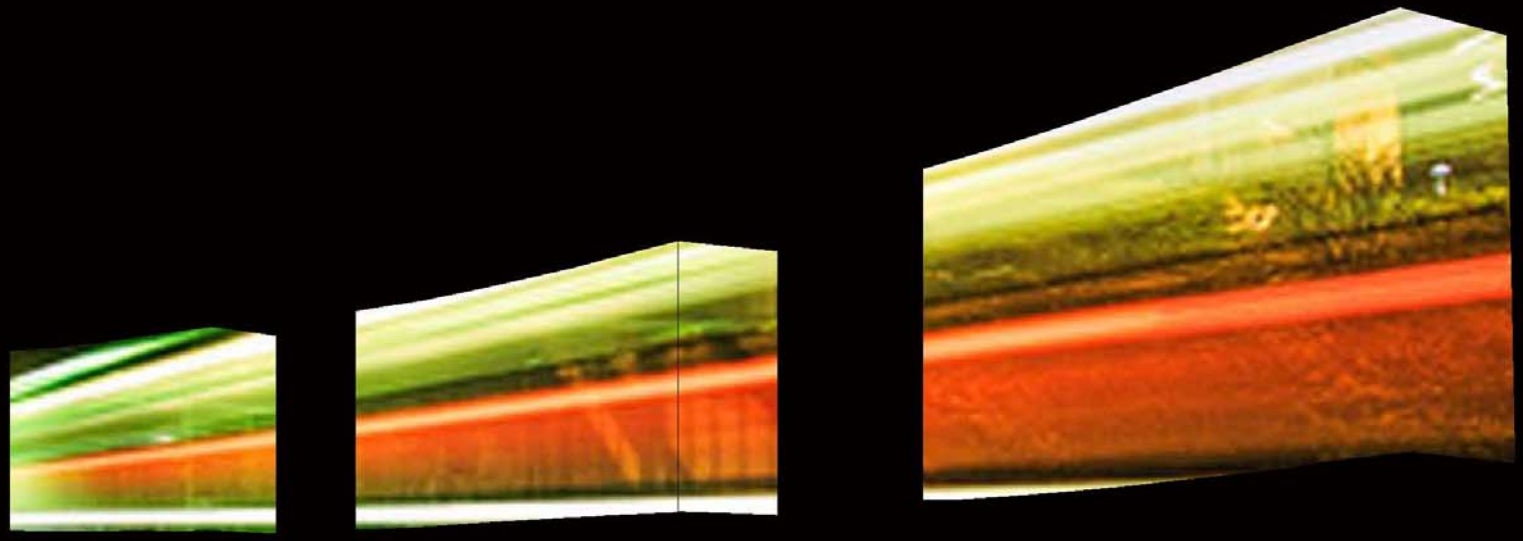
Excitement

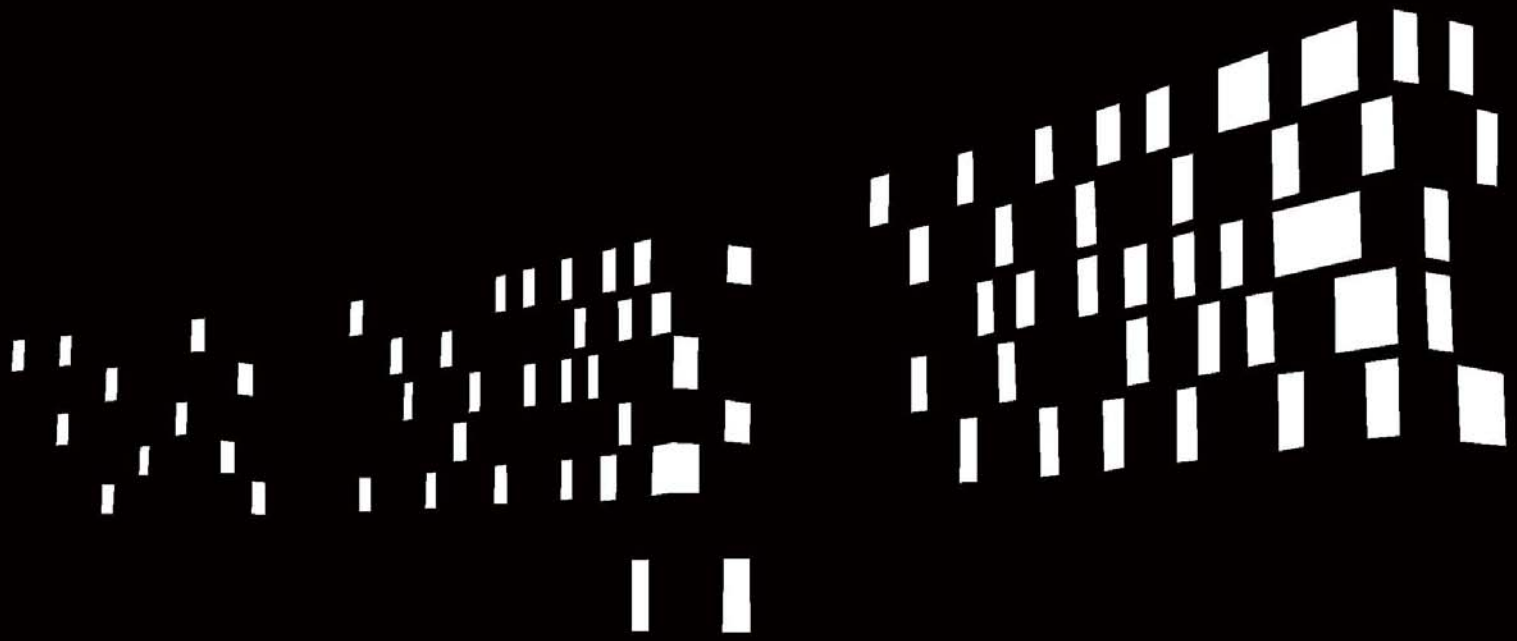
Special

Dominant Form

Complexity

Playfulness





ARUANA
ARUANA

Town Center Development Program

Building	Office	Retail	Hotel	Residential
Building A	220,123 SF	11,413 SF		
Building B	191,455 SF	17,991 SF		
Building C				208 Units
Building D		17,877 SF	399 Rooms	
Building E1	152,033 SF	15,717 SF		
Building E2	133,474 SF	14,278 SF		
Building F		54,652 SF		
Building G			224 Rooms	
Building H		50,987 SF		206 Units
Total Provided	**697,085 SF**	**182,915 SF***	**623 Rooms**	**414 Units**

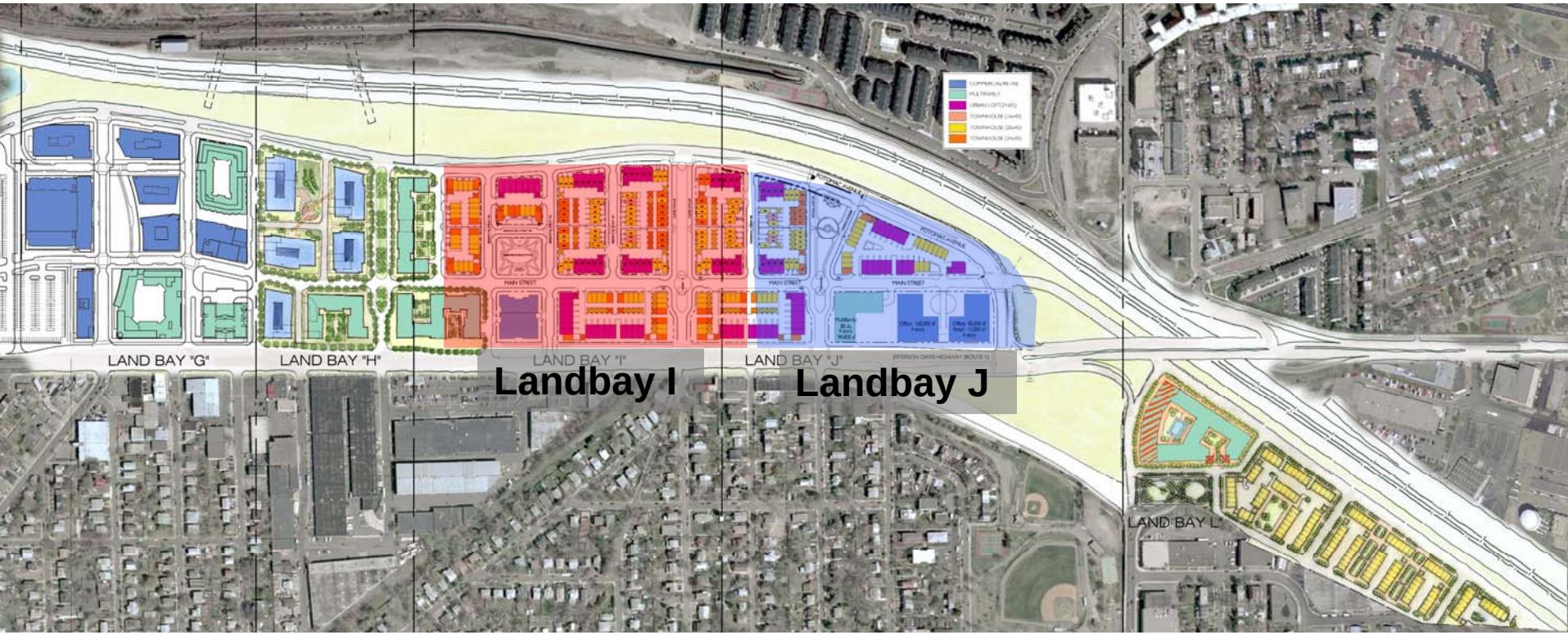
PYDAC

- Upcoming Meeting Dates:
  - November 12, 2008
  - December 10, 2008
- Web link to plans provided to PYDAC members

Conclusion / Moving Forward

- Fountain Design / Health Department
- Special Events Programming
- Parking Management
- Block F Architecture
- Phasing/Implementation

Landbays I&J



Proposed

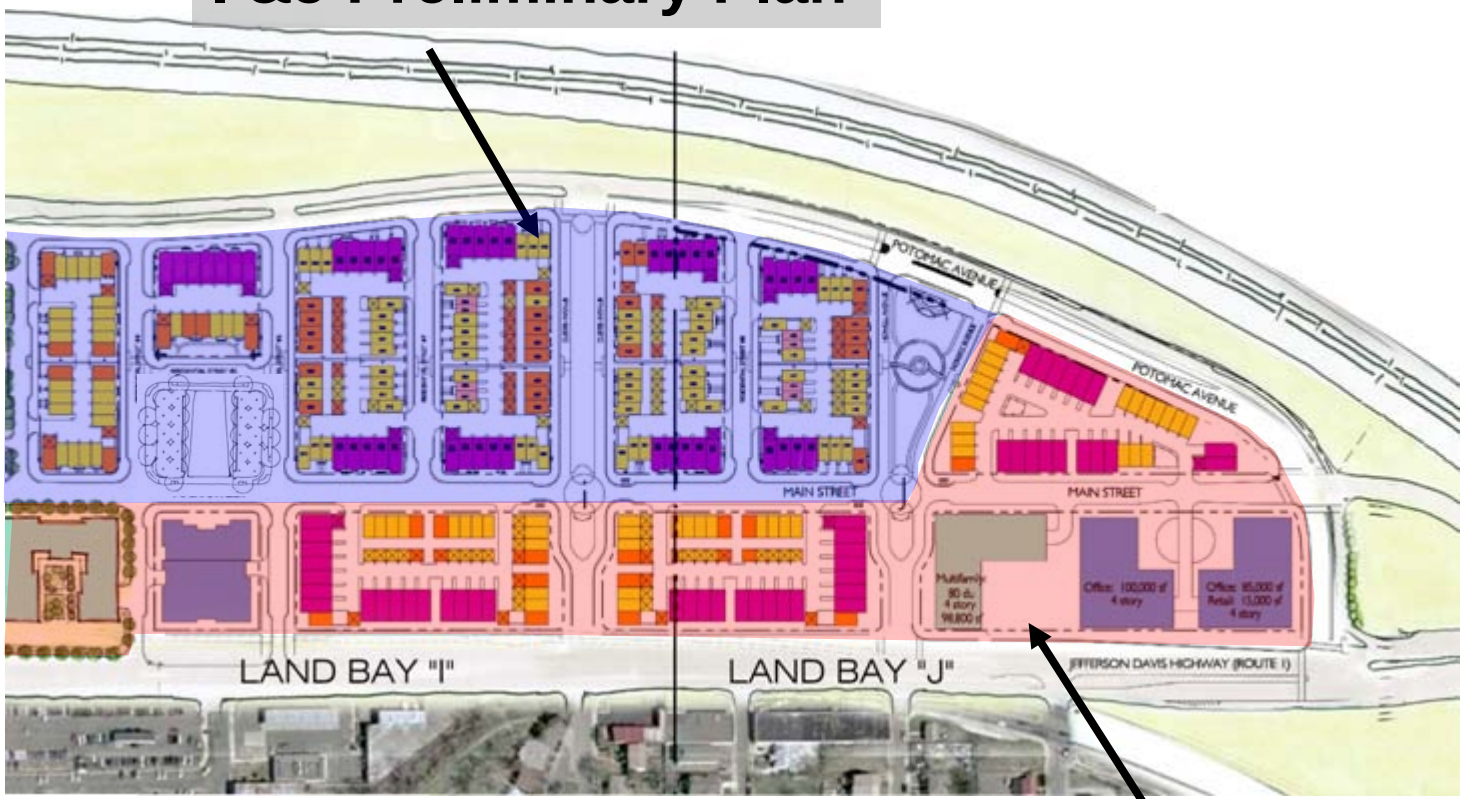
	Landbay I	Landbay J
Townhouses	97	32
Stacked	70	28
Total	167	60

Permitted

	Landbay I	Landbay J
Residential	407	272

Planning Process

I &J Preliminary Plan

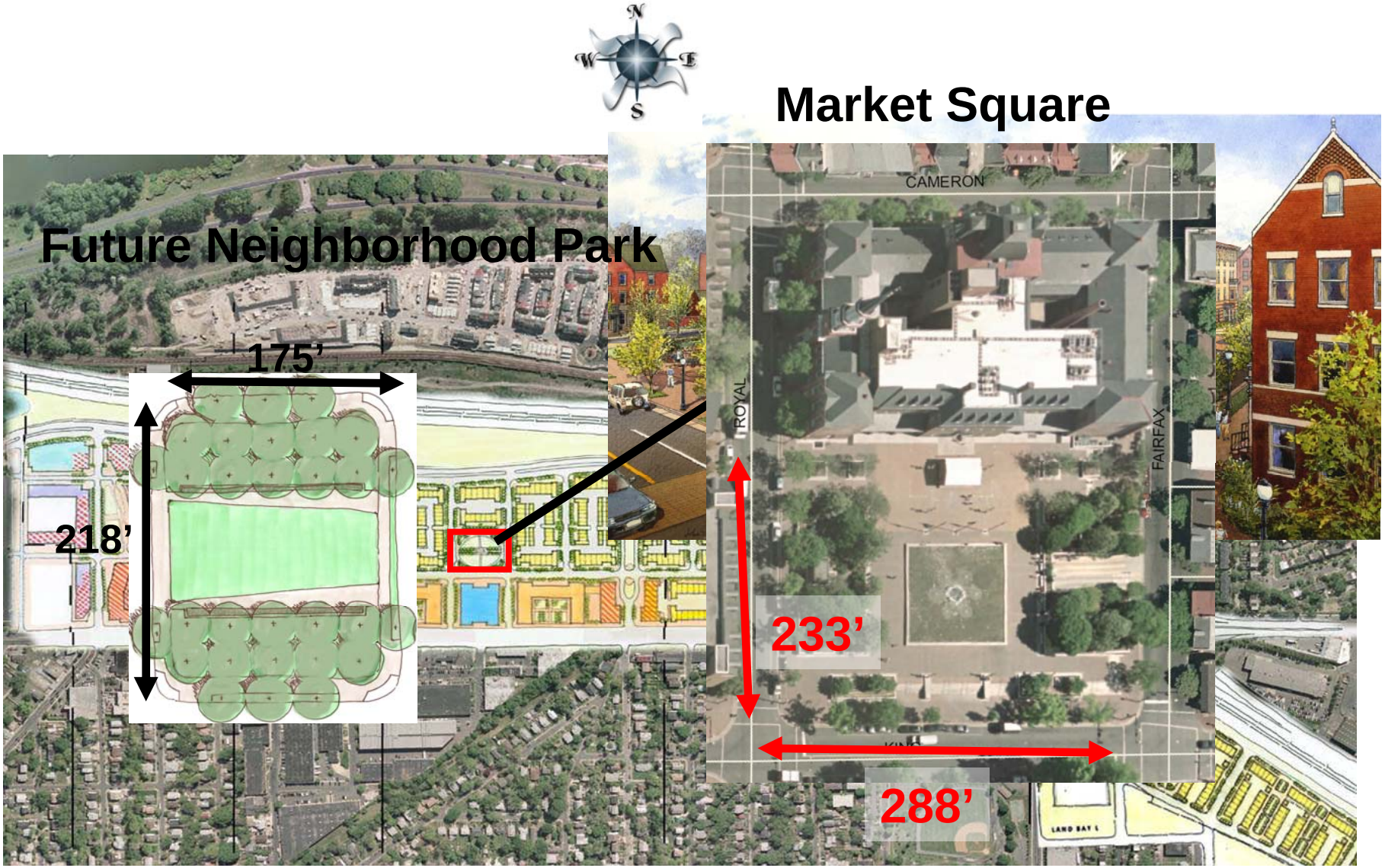


I&J Illustrative Plan

Environmental/Sustainability

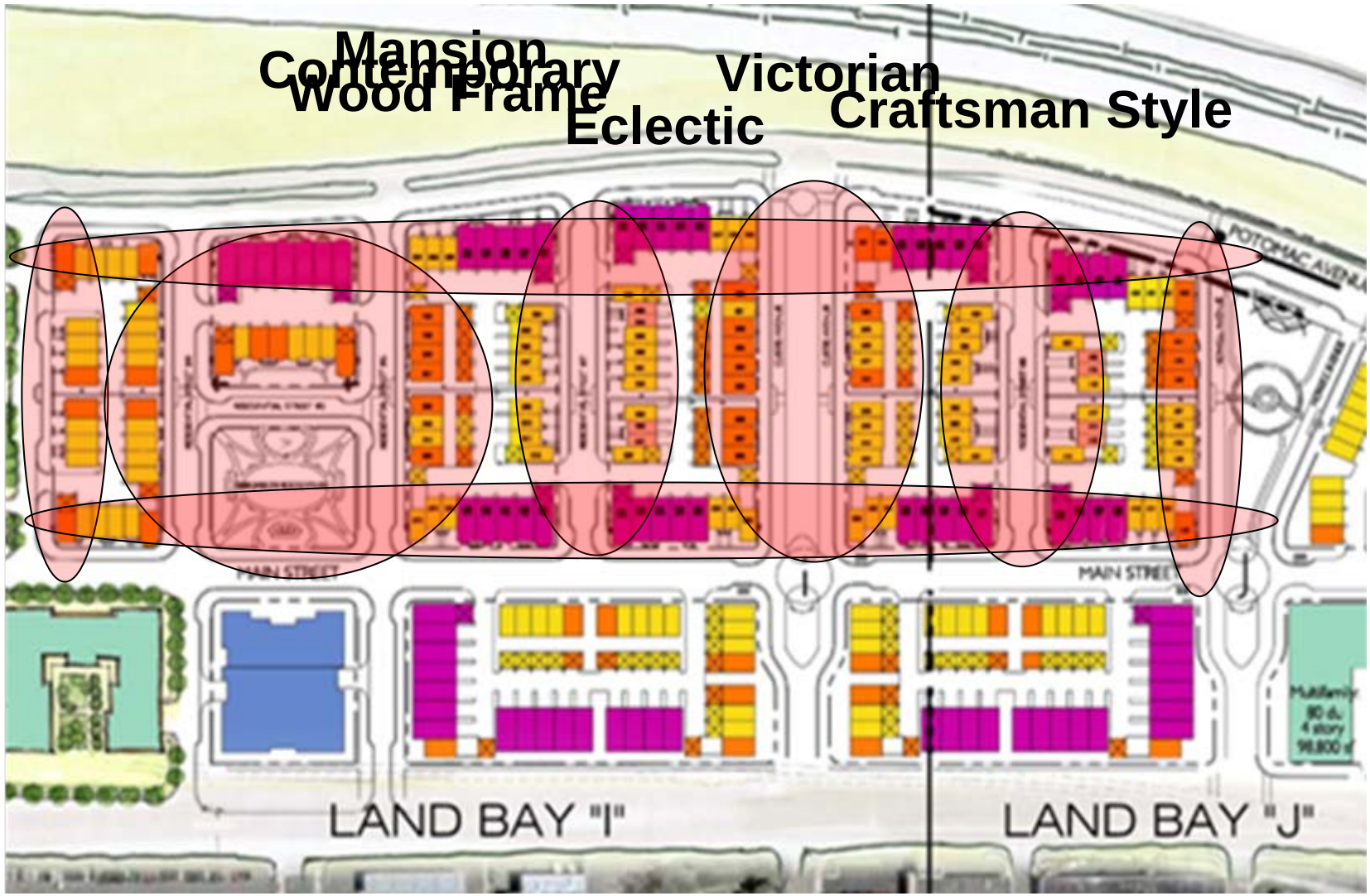
- LEED for Home
- Cistern
- Water Reuse
- Porous Pavers
- Tree Trenches

Open Space


Market Square
Future Neighborhood Park
175'
218'
CAMERON
ROYAL
FAIRFAX
233'
288'

Open Space/ Rear Yards

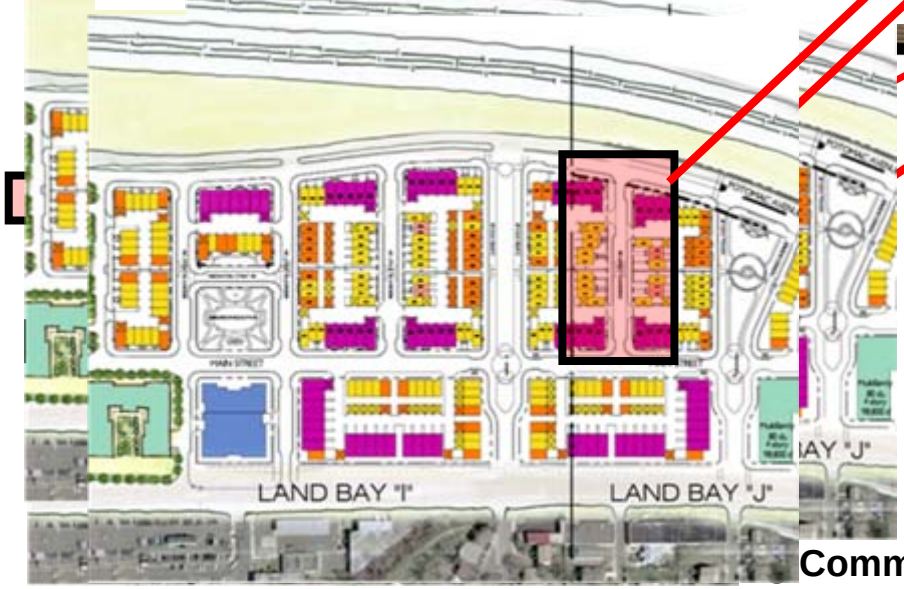
Neighborhood Character Areas



Neighborhood Character Areas

Craftsman Style

Victorian



Conclusion / Moving Forward

- Landbay E Trigger
- Pedestrian Bridge

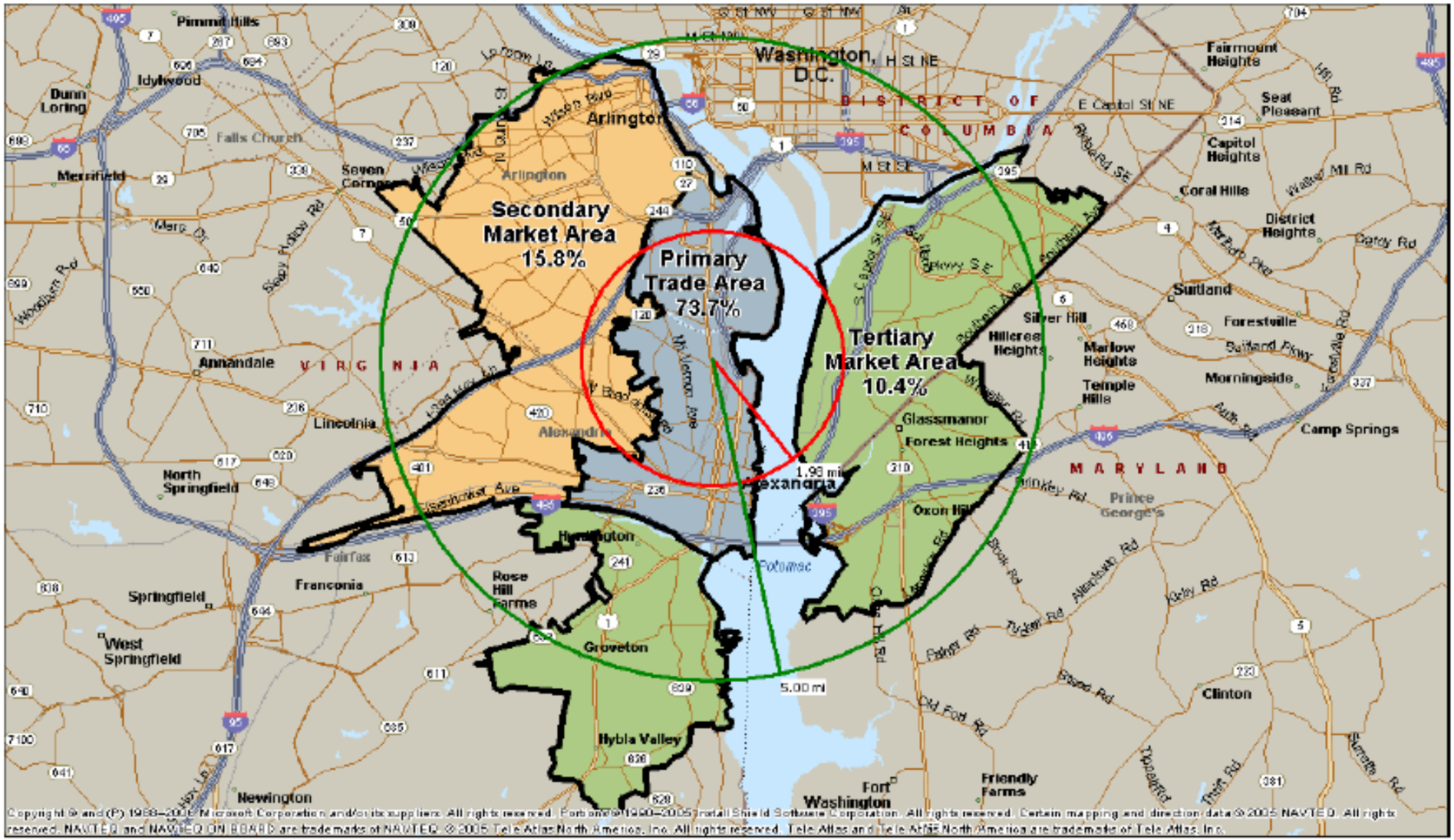
PY Retail Market Analysis

Assumptions

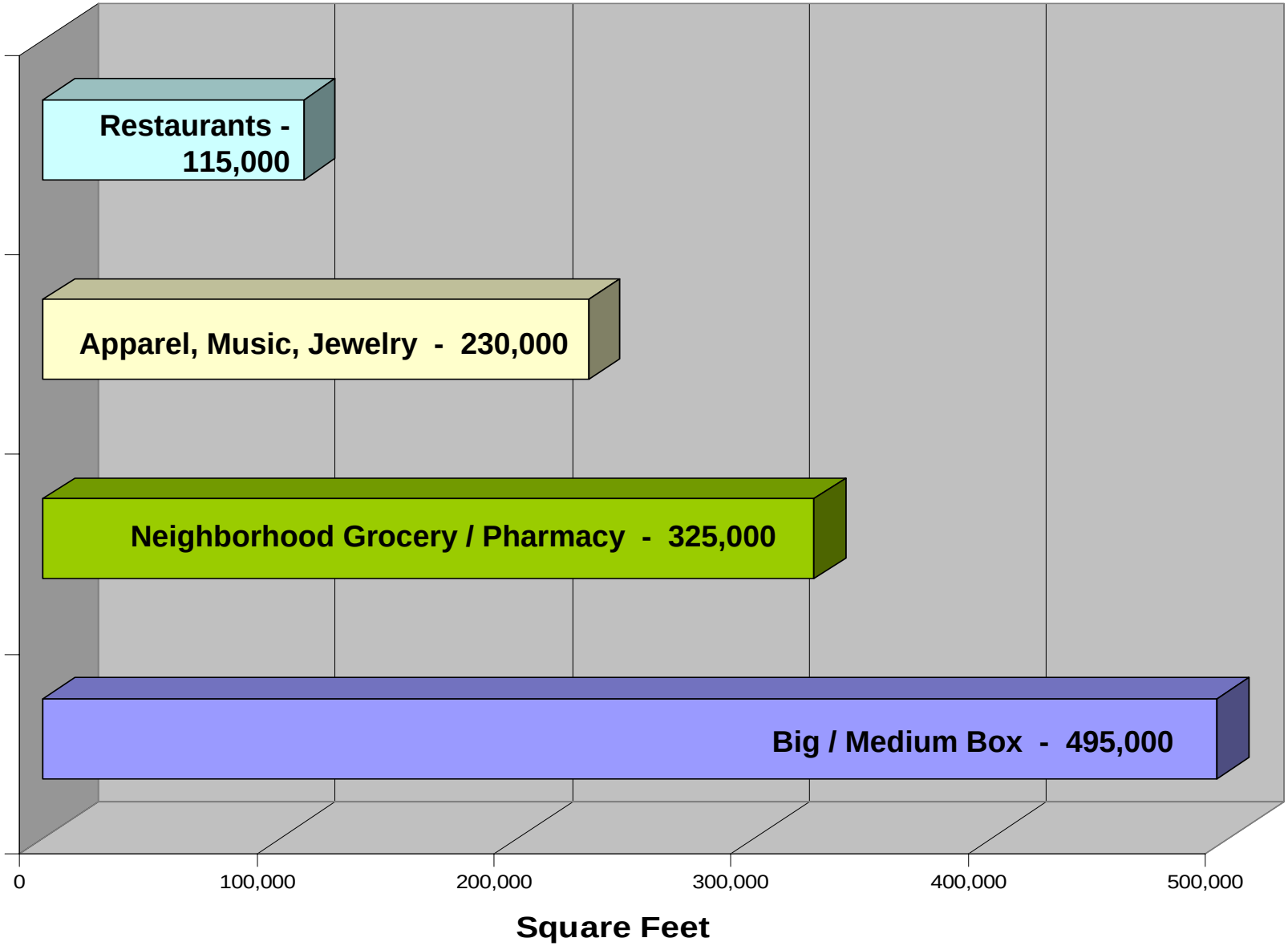
- New Metrorail Station
- 2020 Build-Out of Potomac Yard
- Landbay F - Existing & Potential Sq.Ft.

	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

PY Trade Area Submarkets
Percent of Demand in 2020 – Neighborhood Retail



Projected Demand for Retail - 2020



Site & Market Characteristics

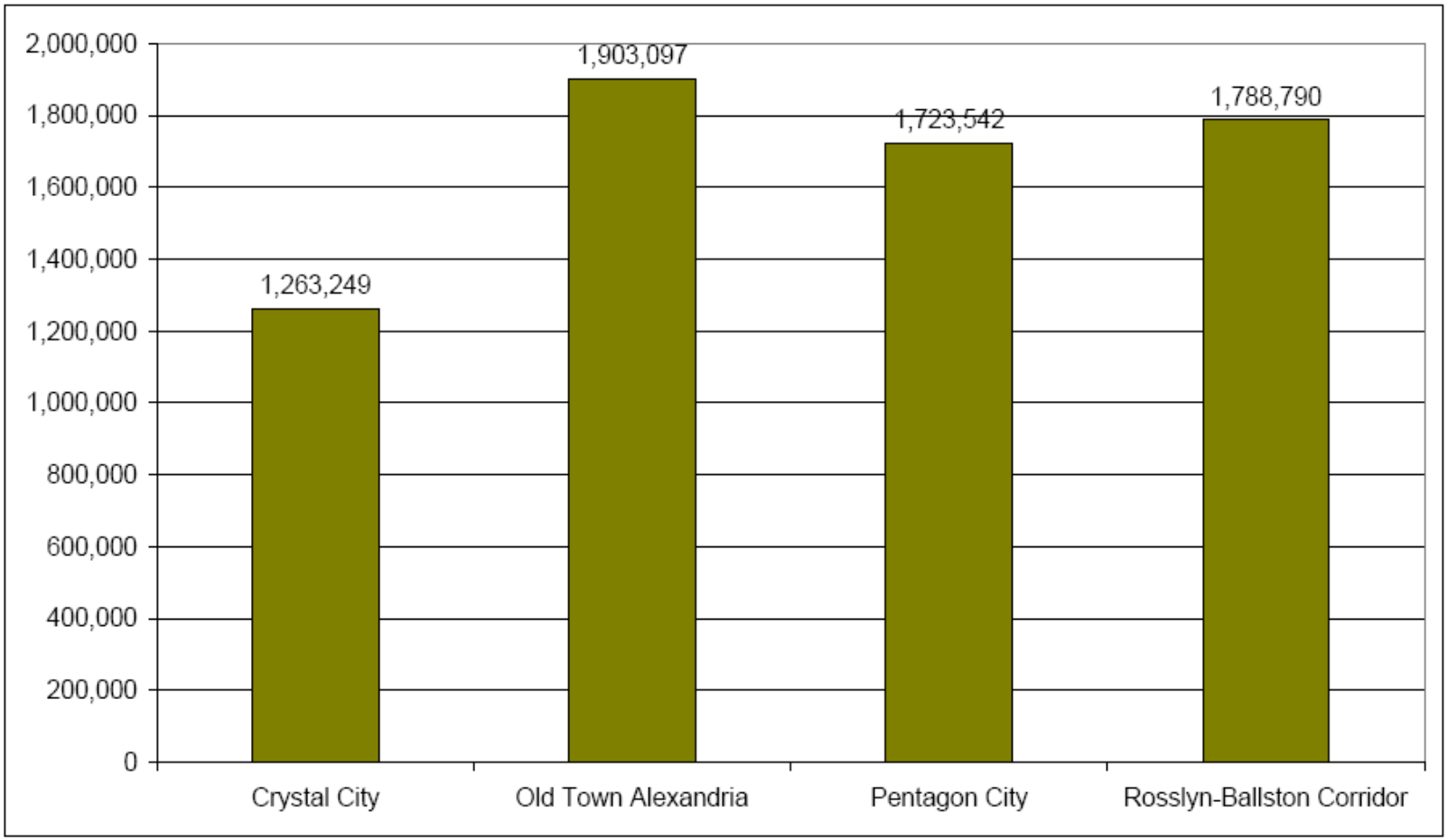
- Large Scale Infill Redevelopment Opportunity
- Superior Access & Visibility
- Close Proximity to Significant Concentrations of High-Income Households
- Established Big Box & Entertainment Destination
- The Lifestyle Component will offer a Broader Range of Retail
- Upgraded Neighborhood Retail is Needed

Site & Market Characteristics (cont.)

- New metro station will provide additional catalyst
- Proposed retail will fill a significant hole in the retail market
- Future market pressures will limit supportable size of retail
- Access to large numbers of under-served households & employees
- Future on-site residents & workers will increase demand by 15%
- Allows the City of Alexandria to better compete & recapture leakage

Class A Retail Inventory - Selected Submarkets

August 2008



SOURCE: Costar

Retail Comparables

Regional	**RETAIL (sq.ft.)**
• Ballston	600,000
• Pentagon Mall	1,500,000
• Market Commons	400,000
• DC, USA – 14th Street	540,000
Neighborhood	
• Shirlington	200,000
• Pentagon Row	300,000