

North Potomac Yard Small Area Plan

A hundred years after we are gone and forgotten,
those who never heard of us will be living with the
results of our actions. - Oliver Wendell Holmes



**Potomac Yard Planning Advisory Group
November 30, 2009**

Plan Principles

- Create Potomac Yard as **a model of environmental sustainability** for its site planning, infrastructure, and buildings.
- Create an **economically sustainable** development.
- Promote **excellence in design** with a new standard in architecture, urban design, and materials that creates a compelling and lasting identity.
- Create a **vibrant and diverse mixed-use community** that provides options for living, working, shopping, recreation, culture, and civic uses for a wide range of incomes and ages.
- Pursue a **comprehensive multi-modal approach to transportation** based on a highly walkable urban environment, minimal automobile use impact, and a maximum use of existing and new Metro stations.
- Create attractive **landscaped streets and a network of usable open spaces** and parks with a strong connection to Four Mile Run and the Potomac.
- Provide **connections and transitions appropriate to and protective of the character of surrounding neighborhoods**.

Chapter 1

Vision and Guiding Principles



Chapter 1

Vision and Guiding Principles

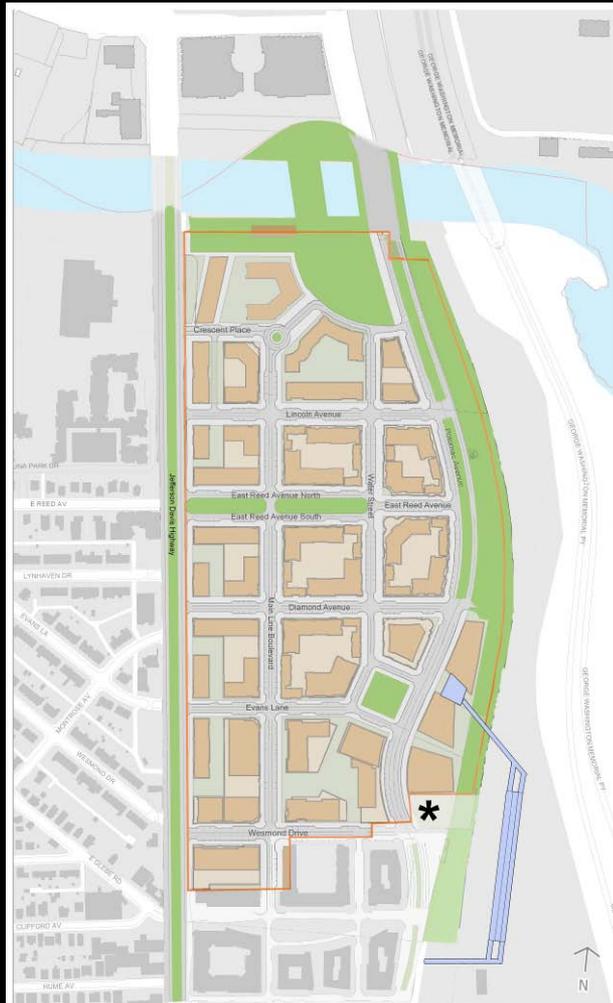


Figure 1

Chapter 2

Sustainability



Chapter 2

Sustainability

RECOMMENDATIONS

Phase I

- 2.1 Achieve a minimum of LEED Silver or comparable.
- 2.2 Require plan-area wide sustainability through LEED-ND or comparable.
- 2.3 Integrate the use of on-site, non-polluting, renewable technologies for self-supply energy when feasible. Examples include solar, geothermal, wind, and biomass (biogas) systems.
- 2.4 Explore the possibility of community gardens so that residents and visitors could have access to edible and non-edible plantings. The community gardens also offer a unique educational opportunity.
- 2.5 Decrease potable water use using ultra or low flow plumbing fixtures and reuse of captured rainwater.

Chapter 2

Sustainability

Phase I (cont.)

- 2.6 Require the submission of a Sustainability Plan prior to the approval of the first DSUP that demonstrates the compliance with Phase I and anticipated goals and targets to achieve subsequent phases. The Plan will be updated/amended with each building and/or block to demonstrate compliance with each applicable phase.
- 2.7 Explore the use of district energy system(s) that embrace clean, renewable technologies.

Phase II

- 2.8 Achieve LEED Gold or comparable, or the City's green building standards and requirements, whichever is greater.
- 2.9 Require plan-area wide sustainability through LEED-ND or comparable.

Phase III - Establish Carbon Neutrality as a Goal by 2030

- 2.10 North Potomac Yard should strive to achieve Carbon Neutrality by 2030

Chapter 3

Urban Design – Plan Framework



Chapter 3

Urban Design – Plan Framework

RECOMMENDATIONS

Framework Streets and Blocks

- 3.1 Require the Framework Streets to be implemented as part of any redevelopment.
- 3.2 Require the street hierarchy of streets to define space and differentiate the character of spaces and neighborhoods.
- 3.3 Require street and sidewalk cross-sections for each street to emphasize the pedestrian in the public realm.
- 3.4 Allow for internal pedestrian connections and alleys within the blocks.
- 3.5 Improve and enhance the Route 1 frontage.

Chapter 3

Urban Design – Plan Framework

RECOMMENDATIONS

Creation of Three Distinct Urban Neighborhoods

- 3.6 The open space depicted in the Framework Plan is required within each neighborhood as a defining element of each neighborhood.
- 3.7 Create three distinctive and unique neighborhoods. Use history as inspiration for the design of the open space, public realm, and buildings.
- 3.8 Encourage a mix of innovative building typologies with each neighborhood.
- 3.9 Provide cultural and civic uses to reinforce the individual neighborhoods.

Chapter 3

Urban Design – Plan Framework

RECOMMENDATIONS

Gateways and Vistas

- 3.10 Require variety in building massing, design, and height to create an attractive skyline – building tops, especially from the George Washington Memorial Parkway.
- 3.11 Provide distinctive elements and architecture at the designated gateway locations.

Chapter 3

Urban Design – Plan Framework

RECOMMENDATIONS

Urban and Building Form

- 3.12 Balance the aesthetic and functional criteria of sustainable design.
- 3.13 Create an urban building scale and relationship between buildings, streets and open spaces that ensures urban relationships of the buildings and sidewalk and maximizes walkability and the use of transit.
- 3.14 Require any building with government tenants or tenants who require additional security measures to meet the Vision, applicable provisions of the Master Plan and the accompanying Design Guidelines.
- 3.15 Establish standards for retail uses, signage and larger format retail uses.

Chapter 3

Urban Design – Plan Framework

RECOMMENDATIONS

Urban and Building Form (cont.)

- 3.16 Ensure that the ceiling heights, depths for various uses are flexible to encourage a broad range of uses within the residential and commercial buildings, particularly the ground floor.
- 3.17 Adopt the accompanying Design Guidelines to implement the Vision and Plan.
- 3.18 Use heights and variety in building materials, orientation, and dimensions to create an interesting skyline for taller buildings.
- 3.19 Require maximum and minimum building heights.

Chapter 3

Urban Design – Plan Framework

RECOMMENDATIONS

Public Art and History

- 3.20 Develop a Public History Interpretive Plan for the plan area and explore relationships between public art and public history.
- 3.21 Integrate public art and the history of the site into new development and the public realm.

Chapter 3

Urban Design – Plan Framework

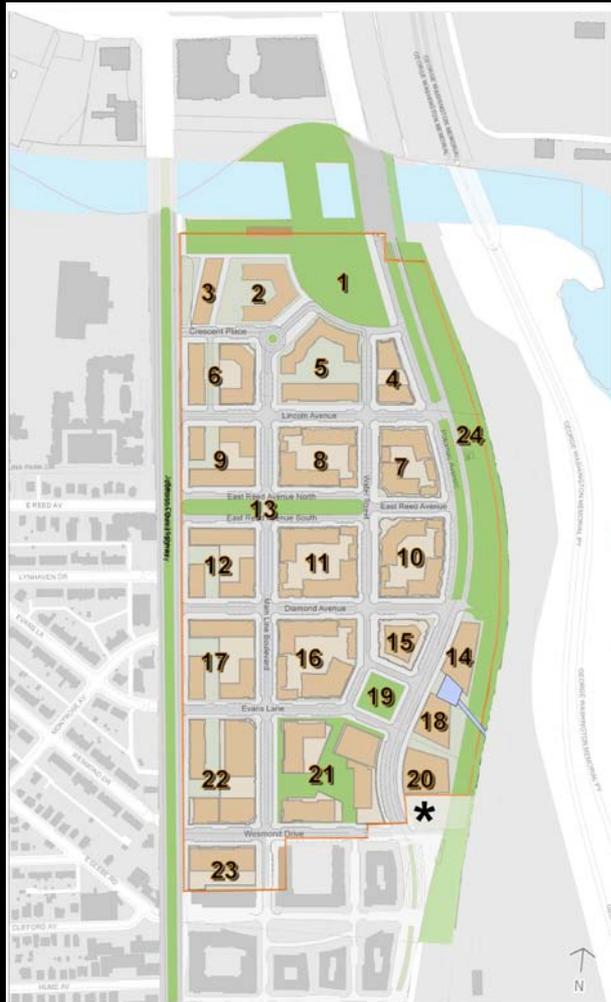


Figure 2

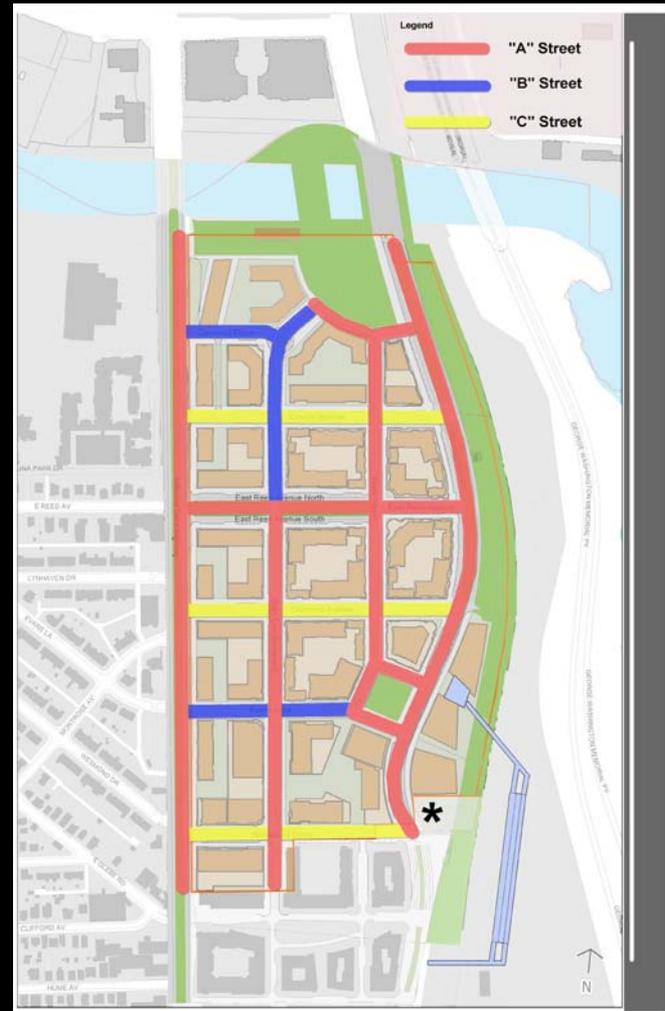


Figure 3

Chapter 3

Urban Design – Plan Framework



Figure 4



Figure 5

Chapter 4

Land Use



Chapter 4

Land Use

RECOMMENDATIONS

Land Use - Zoning

- 4.1 Amend the CDD zoning or establish a new CDD zone to implement the vision and recommendations of the Plan.
- 4.2 Establish minimum and maximum densities for each block.
- 4.3 Permit the flexibility of office and/or residential uses for Blocks 7-12, 17, and 22-23.

Metro Square

- 4.4 Require predominantly office uses and ground floor retail uses for the Metro Square neighborhood.
- 4.5 Require the provision of theater/live performance space.

Market Neighborhood

- 4.6 Require retail for the majority of ground floor area within this neighborhood.
- 4.7 Allow flexibility to have office or residential uses on upper floors within the blocks of this neighborhood

Crescent Gateway Neighborhood

- 4.8 Require predominantly residential uses in this neighborhood.

Chapter 4

Land Use

RECOMMENDATIONS

Retail Uses

- 4.9 Require retail in locations depicted in this Plan.
- 4.10 Develop design standards and guidelines for large-format retailers.
- 4.11 For preferred retail locations, the ground floor height and depth needs to be designed to not preclude retail uses.
- 4.12 Encourage opportunities for live-work and comparable ground floor uses outside the required retail locations.
- 4.13 Require neighborhood-serving retail uses, including the potential provision of a grocery store within the Metro Square or Market neighborhoods.
- 4.14 Explore the possibility of allowing for street vendors.
- 4.15 Require the submission of a comprehensive retail marketing strategy.
- 4.16 Require district-wide management of retail (ie business improvement district, or other similar entity)

Chapter 4

Land Use

RECOMMENDATIONS

Building Height

- 4.17 Transition building height and scale to the existing residential neighborhoods to the west and the George Washington Memorial Parkway to the west.
- 4.18 Differentiate the height of the gateway elements of the neighborhood by established taller or shorter heights for these elements.
- 4.19 Explore the possibility of eliminating or revising the Federal Aviation Administration (FAA) flight path restrictions.
- 4.20 Establish maximum and minimum heights for each block.