Agenda

WELCOME
CITY VISION
SCOPE & PROGRESS
PLAN CONCEPTS
Q & A
CLOSING
Welcome
City Vision
CITY VISION
Policy Context

COUNCIL VISION
Alexandria is a vibrant city with multiple urban villages that provide places to live, work, shop and recreate.
CITY VISION
Policy Context

ELEMENTS OF THE VISION
• Create a sense of place
• Pedestrian environment
• Mix of residential, retail and office uses
• Usable public open space
• Establish and preserve neighborhoods
• Transit and pedestrian connections
• Affordable housing
CITY VISION

Policy Context

P&Z MISSION

To create a common VISION for the future of Alexandria through a pro-active community planning effort that involves all stakeholders in a consensus building process ... and assures that all new development reflects the community’s VISION.
CITY VISION
role of planning

PLANNING SHAPES THE FUTURE
• Involving the community in creating a shared vision
• Directing and managing change to meet the community’s vision
• Creating public benefits
• Ensuring that redevelopment is coordinated
• Establishing predictability for residents and property owners
Scope & Progress
SCOPE & PROGRESS
updating the ’92 Plan

Plan Addressing...
Nhd Livability
Urban Form
Use Mix
Intensity
Access & Mobility
Public Space

Resulting in...
Refined Vision
New Tools
Clear Guidance
study area

BRaddock Road Metro Station

Parker-Gray Neighborhood
SCOPE & PROGRESS schedule

SUMMER 2005
Initial Public Workshop
Conditions Assessments
Ideas Workshop
Stakeholder Meetings

FALL 2005
Plan Concepts & Alternatives
Concept Workshops
Land Use & Development
Transportation & Parking

WINTER 2006
Preliminary Plan Presentation & Review Workshops
Plan Refinement & Adoption
Braddock Road Metro Small Area Plan
CONCEPT WORKSHOP

Plan Concepts
PLAN CONCEPTS

basis for options

Collection of Urban Neighborhoods
Walkable Streets, Accessible Transit, Available Parking
Cluster of Retail Uses
New & Improved Public Spaces
Conserved & Celebrated History
Housing for All
**PLAN CONCEPTS**

*basis for options*

**STUDIES ADDRESS**

- Pattern of streets and blocks.
- Potential for new parks and squares.
- Location and scale of new buildings.
- Conservation of neighborhood fabric.
- Potential for additional retail.
PLAN CONCEPTS

basis for options

STUDIES ASSUME

• Land use and intensity under current plan and zoning is generally valid.

• Buildings follow urban pattern, with storefronts and residences defining public streets and spaces.

• Need for new public square as discernible center and gathering place.

• Parking on-street, mid-block, and underground.

• Retail concepts based on market analysis.
PLAN CONCEPTS

retail assessment

SUPPLY
Inventory of Existing Retail

DEMAND
Analysis of Retail Competition
Evaluation of Local Spending

CONCLUSION
Retail Development Potential for Braddock Metro
PLAN CONCEPTS

retail assessment

RETAIL DEVELOPMENT POTENTIAL

• 40,000 - 57,000 square feet of Neighborhood Goods and Services
• 5,000 - 14,000 square feet of Food and Beverage Establishments
• 2,000 - 9,000 square feet of GAFO (Shoppers' Goods) Retail
• 47,000 - 80,000 square feet of retail development potential
PLAN CONCEPTS

retail assessment

FACTORS THAT INFLUENCE POTENTIAL

• Distribution of Spending to Support Viable Retail
• Impact of New Retail Development
• Growth of Resident and Worker Population
PLAN CONCEPTS
organized by place

Parker-Gray Neighborhood

Braddock Gateway

Braddock Center
Urban Neighborhoods

Braddock Road Metro Small Area Plan
CONCEPT WORKSHOP

theHOK
Planning
Hall Planning & Engineering, Inc.
Retail Compass

PLAN CONCEPTS
basis for options

Urban Neighborhoods

Braddock Gateway

Braddock Metro Center

Parker-Gray Neighborhood
IDEAS FOR THE PLAN

Parker-Gray Neighborhood

Concept  Conserve Existing Neighborhood
Uses     Residences & Small Shops
Intensity Low Density Maintained
Form     Compatible Massing
Public Space Improve Existing Parks
Retail   Reinforce Queen Street
PARKER-GRAY

Issues & Options

PG-1: Neighborhood Limits Defined

Plan assumes scale and use are maintained with focus on ensuring compatibility of additions and infill development.

PG-2: R-B Shortcomings

Form-based guidelines would help ensure buildings under R-B fit with the neighborhood.
Sites in yellow are either built-out or approaching build-out under existing zoning.
Existing zoning does not address issues of scale and compatibility.
PARKER-GRAY

Issues & Options

PG-3: Housing Outside Historic District
Staff is assessing significance and integrity of older properties outside historic districts.

PG-4: Queen Street Retail District
Recommendations focus on providing assistance to existing businesses and improving public space.
PG-5: Recreation Center Redevelopment

Design of new center should reinforce plan concepts for Wythe’s development as an important civic street.
Potential exists for small urban green.
IDEAS FOR THE PLAN

Braddock Gateway

Concept: New Urban Neighborhood
Uses: Mixed Use with Residential Focus
Intensity: Moderate
Form: Mid-High Rise with Gateway Building
Public Space: Neighborhood Squares with New Trail
Retail: Small Retail Cluster
BRADDOCK GATEWAY
Issues & Options

BG-1: Height & Bldg Frontage Guidance

Lower Heights on Henry and Jefferson Davis with greater height permitted at the gateway site.
BRADDOCK GATEWAY

Issues & Options

BG-2: Retail Potential

Promote a small shop or shops at the corner of 1st and Fayette.
BRADDOCK GATEWAY

Issues & Options

BG-3: Additional Public Space

A new square is recommended at the intersection of Fayette and First.

A new trail connection is proposed along Metro.

A new green is recommended at the north end of Fayette.

Conservation of views to the Washington Monument is recommended.
Urban Neighborhoods

- Braddock Gateway
- Braddock Metro Center
- Parker-Gray Neighborhood
IDEAS FOR THE PLAN

Braddock Center

**Concept**  Leverage Metro Presence

**Uses**  Mixed Office, Residential, & Retail

**Intensity**  Moderate-High

**Form**  Heights Transition from Existing Development

**Public Space**  Space at Metro with New Trail

**Retail**  Small Cluster at Braddock & West; Nhd Retail Center at Fayette
BRADDOCK CENTER
Issues & Options

BC-1: Clarity re Conservation and Development Potential Required

Plan recommendations should focus most directly on the future of sites with development potential and ensure development on these sites “fits” with surrounding blocks and buildings.
Sites in red have been identified as having development potential under existing zoning.

Development potential of Metro station site and frontage along West north of Wythe requires further evaluation.
BRADDOCK CENTER

Issues & Options

BC-2: Current Height Limits

Current height limits don’t provide for sufficient transitions in scale between development and conservation sites nor do they promote the creation of evenly defined street.

Heights should be balanced across most streets and reduced along Henry and adjacent to conservation sites.
Under existing zoning, different heights are allowed across many streets.
Heights reduced along Henry and adjacent to residential uses. Additional heights are permitted at Metro and across West Street.
BRADDOCK CENTER

Issues & Options

BC-3: Retail Guidance

Plan to indicate required and preferred retail frontages focused around the Metro Station and along Fayette Street.
BRADDOCK CENTER

Issues & Options

BC-4: Additional Open Space

A new trail connection will link the Metro Station to the Gateway and beyond.

Options for the creation of a new public square at Metro Station are under evaluation.

Sites along Wythe are favored for the creation of new pocket parks.
BRADDOCK CENTER

Issues & Options

BC-5: Metro Station Site Options

Options designed to address community interest in improved public access to Metro, new public spaces, transit-oriented development, and additional retail offerings.

Each option shows 8-10 bus bays on site, kiss-and-ride on or off site, closed bus alley, and realignment of Braddock-Wythe intersection.
Option A
Pedestrian and circulation improvements at Metro including the realignment of Braddock and Wythe Street. Several alternatives for the realignment under study.

Option shows development on block frontage west of station but the proposed improvements not linked directly to a particular development strategy.
Option B
Redesigned bus bays to provide space for large public square. Kiss-and-Ride relocated to West Street. Option assumes development of block frontage west of station.
Option C
New residential square provides centrally located space.
Development on Metro provides new square and retail opportunities.
Option requires redevelopment of block west of Metro Station.
Questions?

For additional information concerning the Braddock Road Metro Small Area Planning Study, please contact:

Kathleen Beeton  
City of Alexandria Department of Planning & Zoning  
kathleen.beeton@alexandriava.gov  
(703) 838-3866 extension 333

Additional information may be found on the City website at www.alexandriava.gov/planningandzoning.com