Braddock Road Metro Small Area Plan
DESIGN WORKSHOP

Opening Presentation
June 20, 2005
Agenda

CITY VISIONS
Planning for Livable Places

CRAFTING THE PLAN
Project Scope
Schedule & Team
Workshop Format

OBSERVATIONS & EARLY IDEAS
Focusing the Planning Effort

WORK SESSIONS
Community Visions & Ideas

NEXT STEPS
CITY VISIONS

Council Vision & P&Z Actions

Council Vision Statement
Alexandria is a vibrant city with multiple urban villages that provide places to live, work, shop and recreate.

Department of Planning & Zoning 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 VISIONS

Council Vision & P&Z Actions

Key Elements of Council’s 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 VISIONS
Council Vision & P&Z Actions

We Shape the Future by . . .

- 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
CITY VISIONS
Council Vision & P&Z Actions

PLANS COMPLETED/UNDERWAY

Arlandria
Mt. Vernon Avenue
Braddock Metro
King Street
Potomac Yard
Hunting Point
Carlyle/East Eisenhower
Cameron Station
Landmark/Van Dorn

Braddock Road Metro Small Area Plan
IDEAS WORKSHOP
CITY VISIONS
Council Vision & P&Z Actions

Transit Oriented Development
“Ensure that the Design of Future Development is Pedestrian Friendly and Mass Transit Friendly”

Creating & Preserving Neighborhoods
“Ensure that New Development and Redevelopment Enhances the Vitality of Our Neighborhoods and Creates their Own Sense of Place”

Urban Villages & Mixed Use Centers
“Urban Villages are integrated with nearby neighborhoods, maintaining Alexandria’s diverse character and charm”
CITY VISIONS
Council Vision & P&Z Actions

PLANNING ACHIEVEMENTS

- Extensive community involvement to identify a common vision.
- Plans in place for significant areas of the City.
- Plans translate into guidelines and standards for development.
- Broad community involvement through development review.
- Significant increase in quality of development.

New applications from quality developers seeking opportunities in planned areas—a quality community
CITY VISIONS
Council Vision & P&Z Actions

QUALITY NEW PROJECTS — Mixed-Use

Hennage-The Monarch

Ground Floor Retail
Mixed Use
Underground Parking

1500 King Street
CITY VISIONS
Council Vision & P&Z Actions

Where is Development Occurring?

- 16% Potomac Yard
- 26% East Eisenhower*
- 12% Landmark
- 12% Braddock Road
- 5% Old Town North
- 9% West Eisenhower

*Does not include 3,365,000 for CDD #2, East Eisenhower
**DEVELOPMENT ACTIVITY**

**2001-2005**

*Conceptual - Preliminary Site Plans in Process*

<table>
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<th>Fiscal Year (units/sq. ft.)</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005 *</th>
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<tr>
<td>Rental</td>
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<td>550</td>
<td>708</td>
<td>251</td>
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<td>Ownership</td>
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<td>4,400</td>
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<td>389,600</td>
<td>396,900</td>
<td>1,742,100</td>
<td>3,200,000</td>
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<td><strong>Total including CDD #2</strong></td>
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* in review process

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**Development Activity**

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* Projected
Development Activity
(Conceptual - Preliminary Site Plans in Process)

*Note: Does not include 4,365,000 sq. ft. for CDD #2
CITY VISIONS

Council Vision & P&Z Actions

Opportunities/Choices

- The City has developed a reputation for quality.
- New development should be consistent with the Plans and City Council Vision.
- The Community should have the opportunity of voicing their opinions on new development.
- Development should provide public benefit by enhancing and contributing to the character of the city.
Agenda

CITY VISIONS
Planning for Livable Places

CRAFTING THE PLAN
Project Scope
Schedule & Team
Workshop Format

OBSERVATIONS & EARLY IDEAS
Focusing the Planning Effort

WORK SESSIONS
Community Visions & Ideas

NEXT STEPS
CRAFTING THE PLAN

project scope

Updating the ’92 Plan

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

Resulting in...
Refined Vision
Policies & Strategies
Action Plan
CRAFTING THE PLAN
planning approach

Interdepartmental approach with T&ES, Recreation & Parks, Code, Fire, Police, OMB & Housing.

Provide multiple opportunity for engagement. Balance interests and work toward consensus.

Planning Commission reviews the Plan, listens to the community, and recommends to the Council.

The Council listens to the Community and takes final action on the Plan.
CRAFTING THE PLAN

**schedule**

**SUMMER 2005**
- Initial Public Workshop
- Conditions Assessments - Use, Form, Market, Transportation, etc.
- Ideas Workshop
- Stakeholder Meetings

**FALL 2005**
- Plan Concepts & Alternatives Prepared
- Stakeholder Roundtables

**WINTER 2006**
- Preliminary Plan Presentation
- Plan Review Workshops
- Plan Refinement & Adoption
CRAFTING THE PLAN
workshop format

LISTENING SESSIONS > ISSUE CLARIFICATION > SKETCH PLANNING

Monday  Learning about Issues & Ideas
Tuesday  Studying Ideas & Open Studio
Wednesday Sketch Planning
Thursday Closing Workshop
CRAFTING THE PLAN
planning team

THE HOK PLANNING GROUP
Steve Schukraft
Colin Greene
David Robbins
Abbey Roberson
Megan Holder

HALL PLANNING & ENGINEERING, INC.
Rick Hall
DeWayne Carver

RETAIL COMPASS
Heather Arnold
Agenda

CITY VISIONS
Planning for Livable Places

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OBSERVATIONS & EARLY IDEAS
Focusing the Planning Effort

WORK SESSIONS
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NEXT STEPS
OBSERVATIONS & EARLY IDEAS
focusing the planning effort

Context & Study Area
Neighborhood Livability
Use Mix & Intensity
Urban Form & Architecture
Access & Mobility
Public Spaces
Context & Study Area

POLICY CONTEXT

Council Visions & Planning Themes

- Transit-Oriented Development
- Creating & Preserving Neighborhoods
- Urban Villages & Mixed Use Centers

1992 Small Area Plan

- Strengthen the residential areas by retaining the existing residential zoning
- Ensure height and density transitions between established low scale residential areas and more intense development
- Provide for mixed use zoning to promote 16/7 activity
- Improve east-west vehicular and pedestrian connections and access to Metro Station
Context & Study Area

PLACE IN THE CITY

Mt Vernon Avenue
Potomac Yards
Braddock Metro
North Old Town
King Street
Eisenhower-East
Context & Study Area

STUDY AREA

Braddock Metro
Parker-Gray Neighborhood
Context & Study Area

DEVELOPMENT POTENTIAL

Existing Development
1.1 million sq ft

Remaining Potential
2.0 million sq ft

Current Proposals
900,000 sq ft
(46% of potential)
Neighborhood Livability

CONTEXT

Diverse Housing Stock
- Historic Townhouses
- Early to Mid Century Townhouses, Apartments, & Public Housing
- Late Century Condos & Lofts

Significant Recent Investment
- Rehabilitation
- New Construction
- Proposed Projects

Parker-Gray Historic District
Neighborhood Livability

CONTEXT

Diverse Housing Stock
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Neighborhood Livability

QUESTIONS

Quality of Infill & Renovations
Obsolescence of Stock
Future of Public Housing
Affordability
Buffers & Transitions
Public Safety
Traffic & Parking
Neighborhood Livability

EARLY IDEAS

Reinforce Edges
Define Transitions
Promote Preservation
Guide Infill & New Construction
Celebrate History & Heritage
Urban Form & Design

CONTEXT

Block & Street Patterns, Street Wall Definition, & Block Permeability
Urban Form & Design

QUESTIONS

Form of Development
  Location
  Height & Bulk
  Transitions

Design Quality
  Composition
  Details & Materials
  “Fit” with the Community
  Sustainability
Urban Form & Design

EARLY IDEAS

Define Streets & Blocks
Establish Build-to-Lines
Define Frontage Types
Specify Massing
Use Mix & Intensity

CONTEXT

Evolving Mix of Uses
Historic Neighborhoods
Auto/Train Oriented Uses
Emerging TOD
Use Mix & Intensity

QUESTIONS

Desire for a Better Balance
- Neighborhood-Serving Retail
- Personal & Professional Services

Concerns about Future
- Scale of Uses
- Places for Small & Local Businesses
- Activating Streetscapes
Use Mix & Intensity

EARLY IDEAS

Focus Intensity at Metro
Match Desires to Market Potentials
Identify Promising Retail Locations
Offer Incentives for TOD & Diversity
Public Spaces

CONTEXT & QUESTIONS

- Minimal Public Space Available
- Rights-of-Way Unevenly Tended
- Large-Scale Rec. but few Squares or Pocket Parks
- Planned Investment Represents Unique Opportunities
Public Spaces

EARLY IDEAS

New Gathering Places
Accessible Private Space
Better Connections
Opportunities for Expression
Access & Mobility

CONTEXT

Strong Regional Connections
Roads
Metro & Surface Transit
New Trail Systems
Choke Points & Barriers
Route 1
Train Tracks
...transportation design must be subordinate to urban design in walkable communities
Access & Mobility

Principle 1.
Plan Land Patterns First . . .
Transportation Second
Access & Mobility

Principle 2.
Lower vehicle speed is vital to walkability

Dale Earnhardt Jr. — Atlanta Speedway
Access & Mobility

Mobility?

Urban Mobility = more modes available, not just more lanes & more speed

Walking, Bicycling, Transit, Auto/Truck
Access & Mobility

Pedestrian Fatalities & Speed

The diagram shows the percentage of fatalities to pedestrians at different speeds. The x-axis represents the speed in miles per hour (mph), and the y-axis represents the percentage of fatalities. The data indicates that the percentage of fatalities increases significantly as the speed increases from 20 mph to 40 mph.
Access & Mobility

2. Walkability
Auto Scale Development Pattern
Access & Mobility

Early Ideas

Control Vehicle Speed
Pedestrian Comfort
Vehicle Safety

Modal Emphasis per Street
Transit, Bike, Pedestrian

Manage Parking
Residential
Churches
Commercial-Office
Access & Mobility
Access & Mobility
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NEXT STEPS
WORK SESSIONS
community visions & ideas

Instructions
- Roll Up Your Sleeves
- Introduce Yourselves
- Assign Reporter
- Think Big & Small—20 Year Vision/First Steps
- Write & Sketch Ideas
- Note Agreements, Disagreements, & Data Needs

Groundrules
- Share the Floor
- Argue with Your Pencils
- Be Nice & Have Fun
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THANK YOU!