

# Planning & Amazon's HQ2



Joint Planning Directors and Cooperative  
Forecasting Subcommittee Meeting

September 15, 2023



# National Landing and its Neighborhoods



Pentagon City

Crystal City

Potomac Yard

North Potomac Yard

ARLINGTON

ALEXANDRIA

# Communities Ready for Growth

Alexandria and Arlington have worked jointly to craft a collective vision for these neighborhoods, transforming them into one cohesive new district through small area and sector plans, crafted by residents and stakeholders, that outline expectations for future growth and investment in each area.

## Pentagon City

Phased  
Development Site  
Plan (1976)



4 million SF

## Potomac Yard

Phased  
Development Site  
Plan (2000)



4.5 million SF

## Crystal City

Sector Plan (2010)



16 million SF

## North Potomac Yard

Area Plan  
(2010/2017)



7.5 million SF

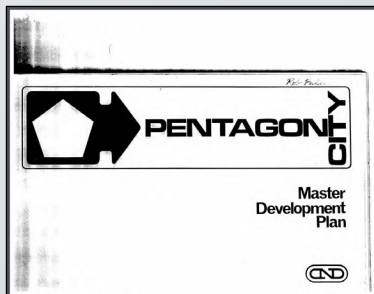
**Approximately 32 million SF of additional development potential identified prior to Amazon's arrival**



# Pentagon City PDSP

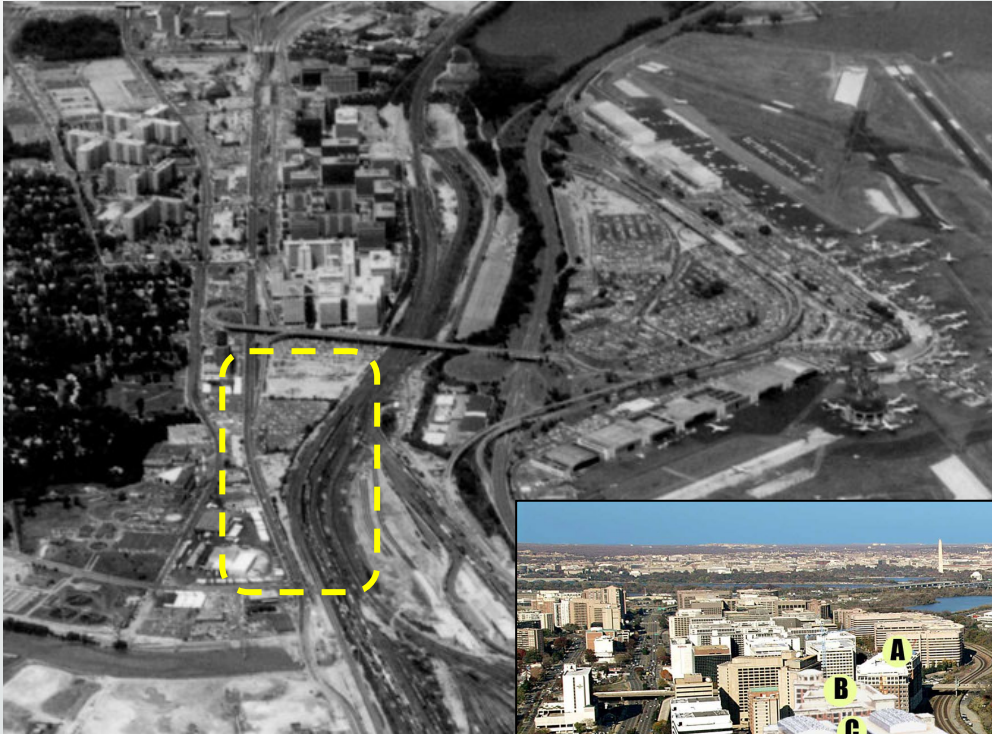


1976 Master Development Plan initiated decade long growth resulting in a Phased Development Site Plan (PDSP) that continued to be amended over the years as land uses and densities were converted and sometimes transferred across various parcels





# Potomac Yard PDSP



2000 Design Guidelines 1976 established a phasing plan that could deliver as much as 4.5 million SF of mixed use development near the County's southern border with Alexandria

All but 1/2 of land bay C have developed or are under construction as of 2023



Richmond Highway

Reagan National Airport

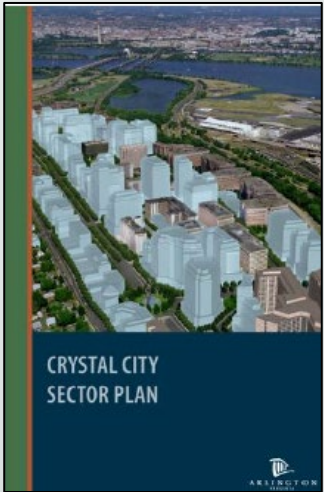


# Crystal City Sector Plan

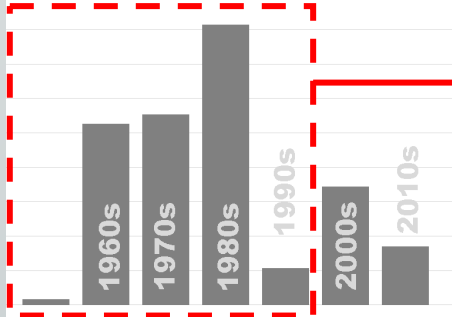


2010 Crystal City Sector Plan needed to address economic feasibility of 2<sup>nd</sup> generation development while correcting earlier public realm challenges created by initial projects which did not have the benefit of broader planning guidance

town Washington, D.C.



Development by Decade



20 million SF developed before Sector Plan initiated



# Crystal City Sector Plan

*existing*



What should Crystal City look and feel like **50 years from now?**

*planned*



... and how do we get there?



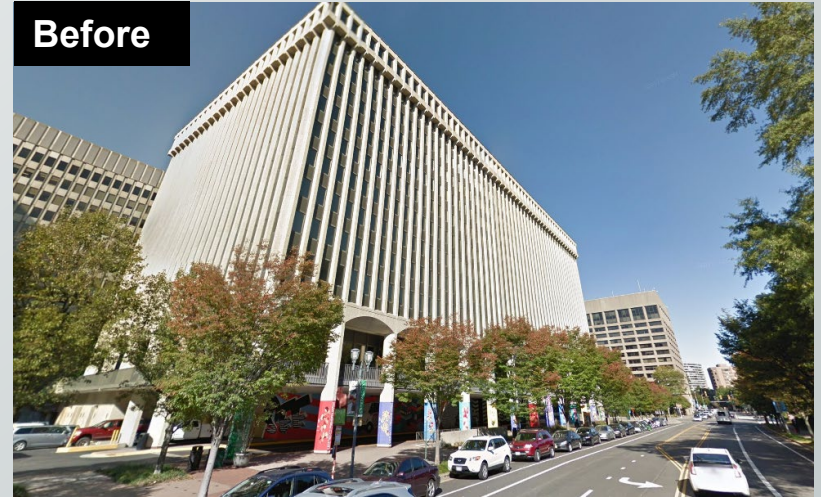
# Crystal City Sector Plan

**Before**



400 Army Navy Drive

**Before**

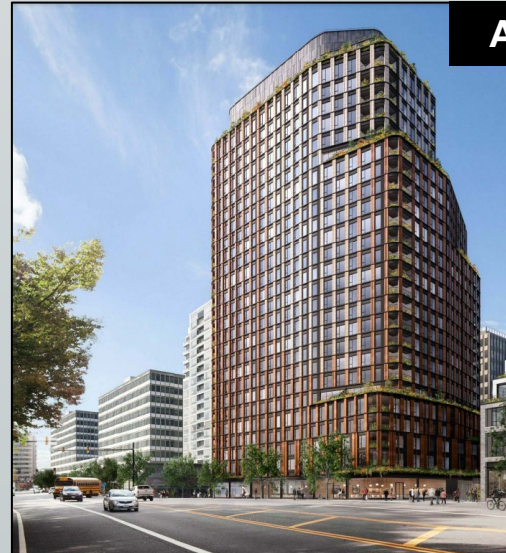


1900 Crystal Drive

**After**



**After**



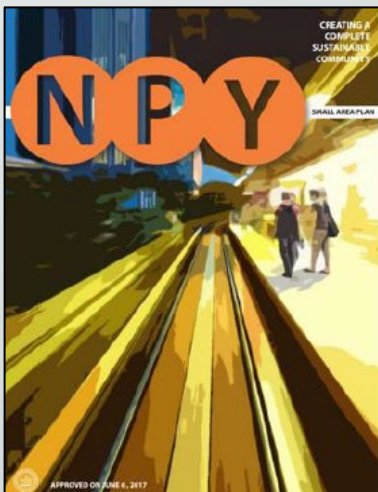


# North Potomac Yard Area Plan



Alexandria's small area plan envisions conversion of big box retail center to a mixed-use neighborhood, supported by new Metro Station and high capacity bus rapid transit

The area's planning efforts played a key role in being selected by Virginia Tech for their its innovation campus



ASPIRES TO BE SANTANA ROW / BETHESDA ROW

New Metro combined with existing BRT service

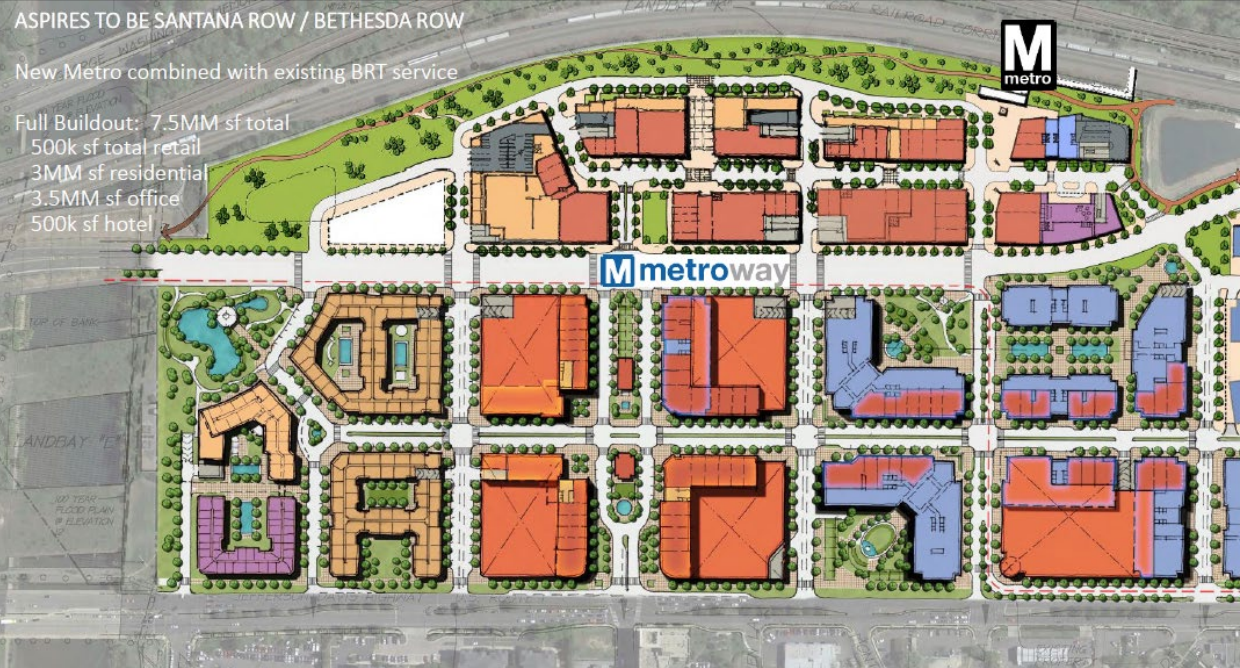
Full Buildout: 7.5MM sf total

500k sf total retail

3MM sf residential

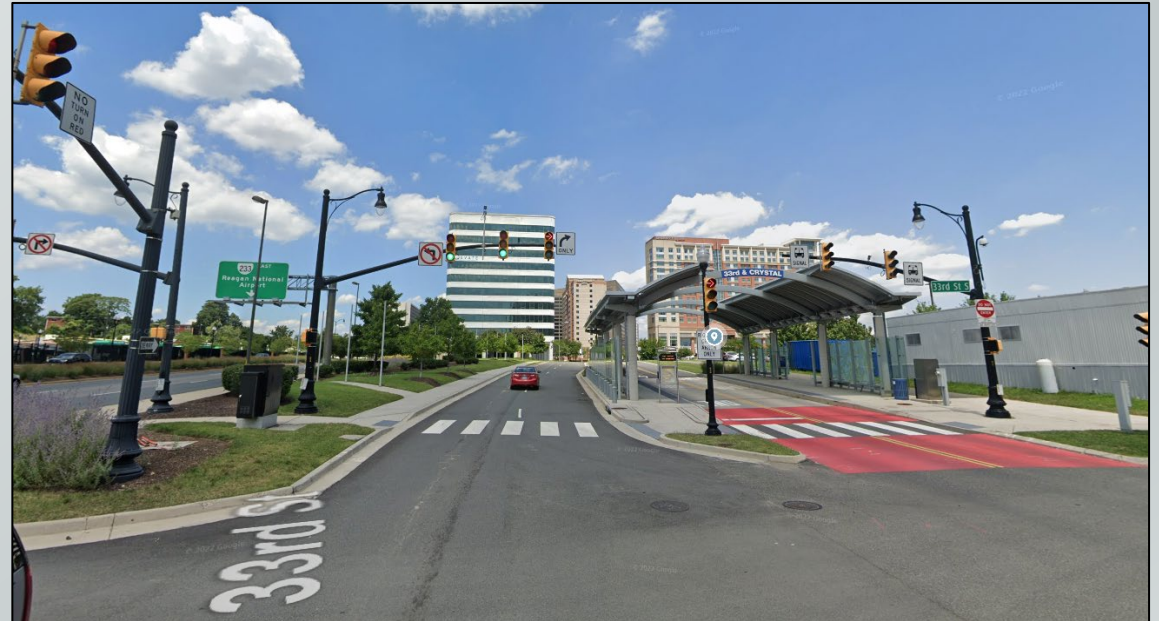
3.5MM sf office

500k sf hotel





# Emphasis on Transit Network





# Post HQ2 Area Planning

Once accommodating Amazon's HQ2, the Pentagon City PDSP would be fully built out. To ensure the area could continue to evolve and thrive, a comprehensive study was undertaken in 2020 to evaluate the local transportation network and its capacity to support future growth in this area

The planning effort would also inform the ongoing review of Amazon's PenPlace proposal to ensure it would reflect Pentagon City's updated vision



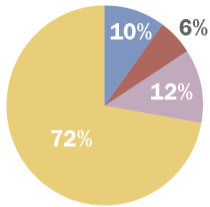




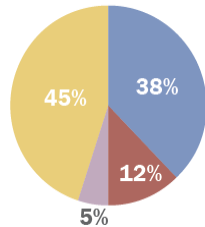


# Pentagon City Sector Plan

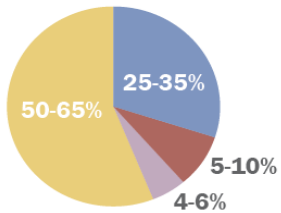
Informed by robust transportation analysis, the Plan was adopted in February 2022, establishing guidance for Pentagon City's 2<sup>nd</sup> generation of Transit Oriented Development, emphasizing the area's multi-modal capacity and opportunities to deliver public spaces, pedestrian and bike networks



**Original 1976 Pentagon City PDSP plus RiverHouse**  
Approximately 12.5 million SF



**Existing & approved development**  
Approximately 13.4 million SF



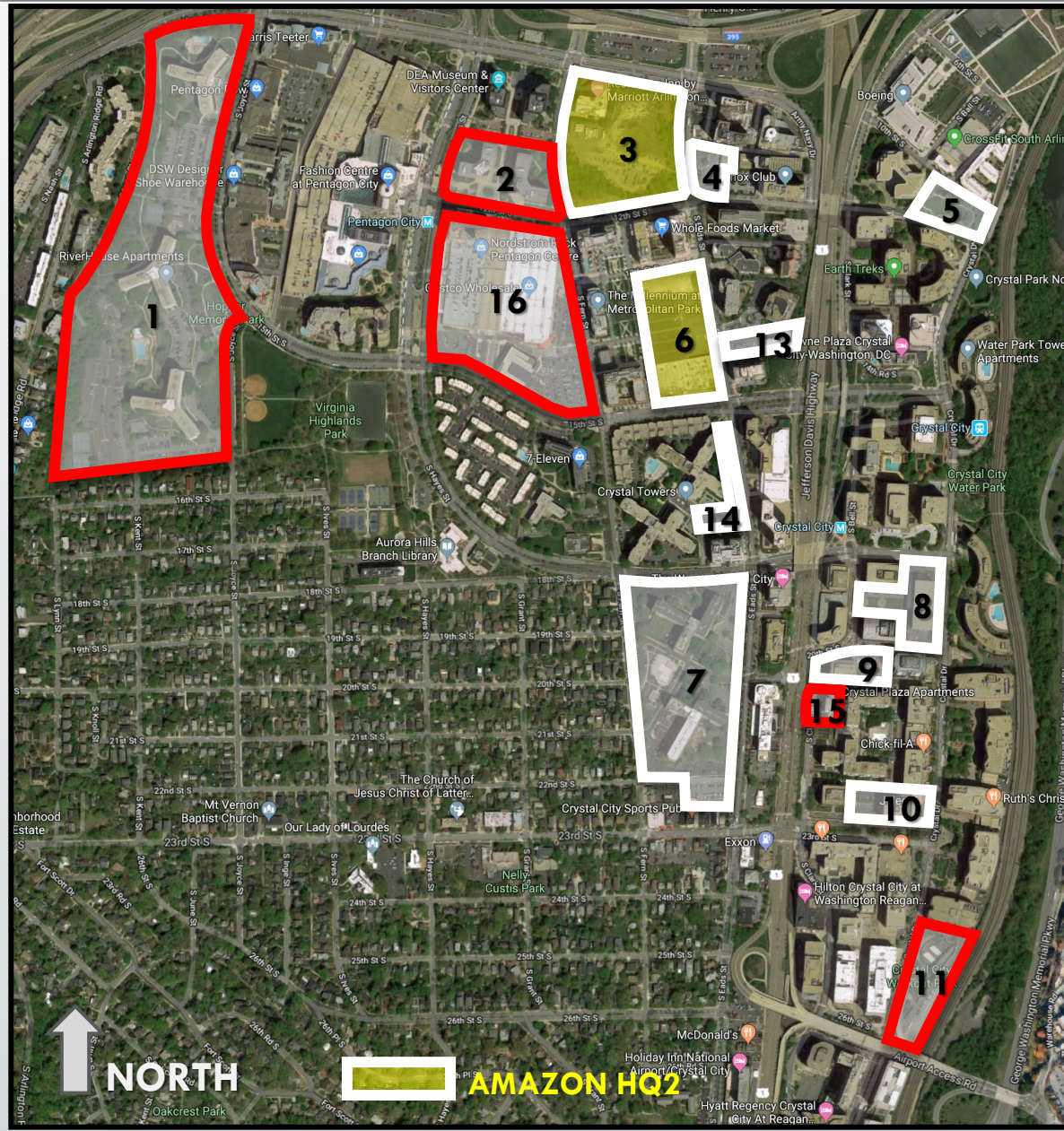
**Future potential range informed by modeling, stakeholder proposals**

Approximately 23 million SF (after removal of about 1.2 million existing SF)





# Post HQ2 Development Activity



## Approved Site Plans

- 3 PenPlace (HQ2)
- 4 400 11<sup>th</sup> St. (Verizon Site)
- 5 101 12<sup>th</sup> Street
- 6 Met Park 6-8 (HQ2)
- 7 Crystal Houses
- 8 1900 Crystal Drive
- 9 2000/2001 S. Bell Street
- 10 2250 Crystal Drive/  
223 23<sup>rd</sup> Street
- 12 Potomac Yard Land Bay C-East
- 13 Americana Hotel Site
- 14 Crystal Towers 3 (infill)

## Preliminary Proposals

- 1 RiverHouse Neighborhood
- 2 12<sup>th</sup> Street Landing
- 11 2525 Crystal Drive
- 15 Crystal Plaza Apartments
- 16 Pentagon Centre PDSP



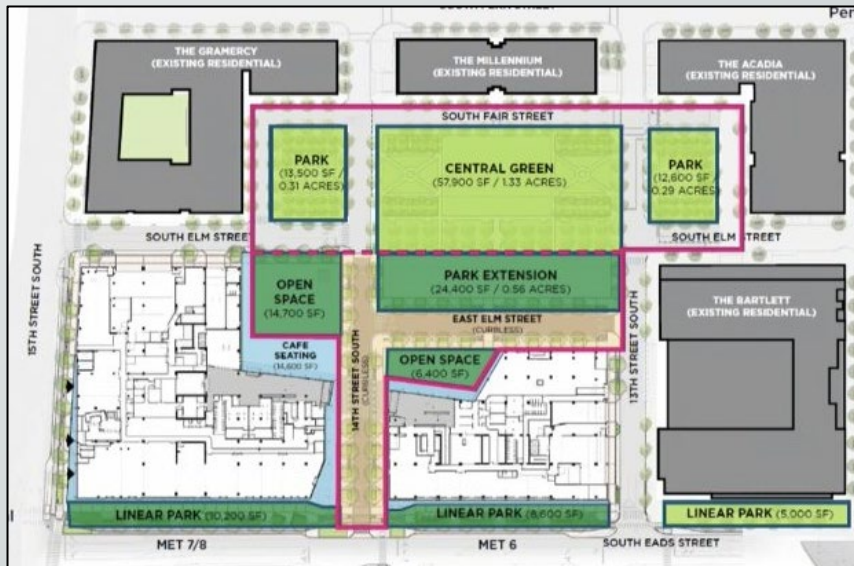
# Post HQ2 Development Activity

		APPROVED/PROPOSED GFA	PUBLIC HEARINGS SCHEDULE
<b>APPROVED APPLICATIONS</b>			
3	PenPlace (Amazon HQ2)	3,200,000 million SF of office; 115,000 SF of retail	April 2022
4	400 11 <sup>th</sup> Street (Verizon Site)	300 residential units; 11,000 SF of retail	October 2019
5	101 12 <sup>th</sup> Street	235,000 SF of office	November 2020
6	Met Park 6-8 (Amazon HQ2)	2,100,000 SF of office; 67,000 SF of retail	December 2019
7	Crystal Houses	436,000 SF of residential	October 2019
8	1900 Crystal Drive	810 residential units; 40,000 SF of retail	March 2020
9	2000/2001 S. Bell Street	760 residential units; 22,300 SF of retail	May 2021
10	223 23 <sup>rd</sup> Street/2250 Crystal Drive	1,440 residential units; 23,000 SF of retail	January 2023
12	Potomac Yard Land Bay C-East	500 residential units; 8,200 SF of retail	June 2021
13	Americana Hotel Site	640 residential units; 3,800 SF of retail	April 2023
14	Crystal Towers 3 (Infill)	210 residential units; 27,100 SF of retail	June 2023
<b>PRELIMINARY APPLICATIONS *</b>			
1	RiverHouse Neighborhood	TBD (residential use with some retail)	TBD
2	12 <sup>th</sup> Street Landing	TBD (mixed use)	TBD
11	2525 Crystal Drive	TBD (residential use with some retail)	TBD
15	Crystal Plaza Apartments	TBD (residential use with some retail)	TBD
16	Pentagon Centre PDSP Update	TBD (mixed use)	TBD



# Amazon HQ2 – Metropolitan Park

2,100,000 SF of office; 67,000 SF of retail; public park; event space; LEED Platinum





# Amazon HQ2 - PenPlace

3,200,000 SF of office; 115,000 SF of retail; public park; Arlington Community High School

