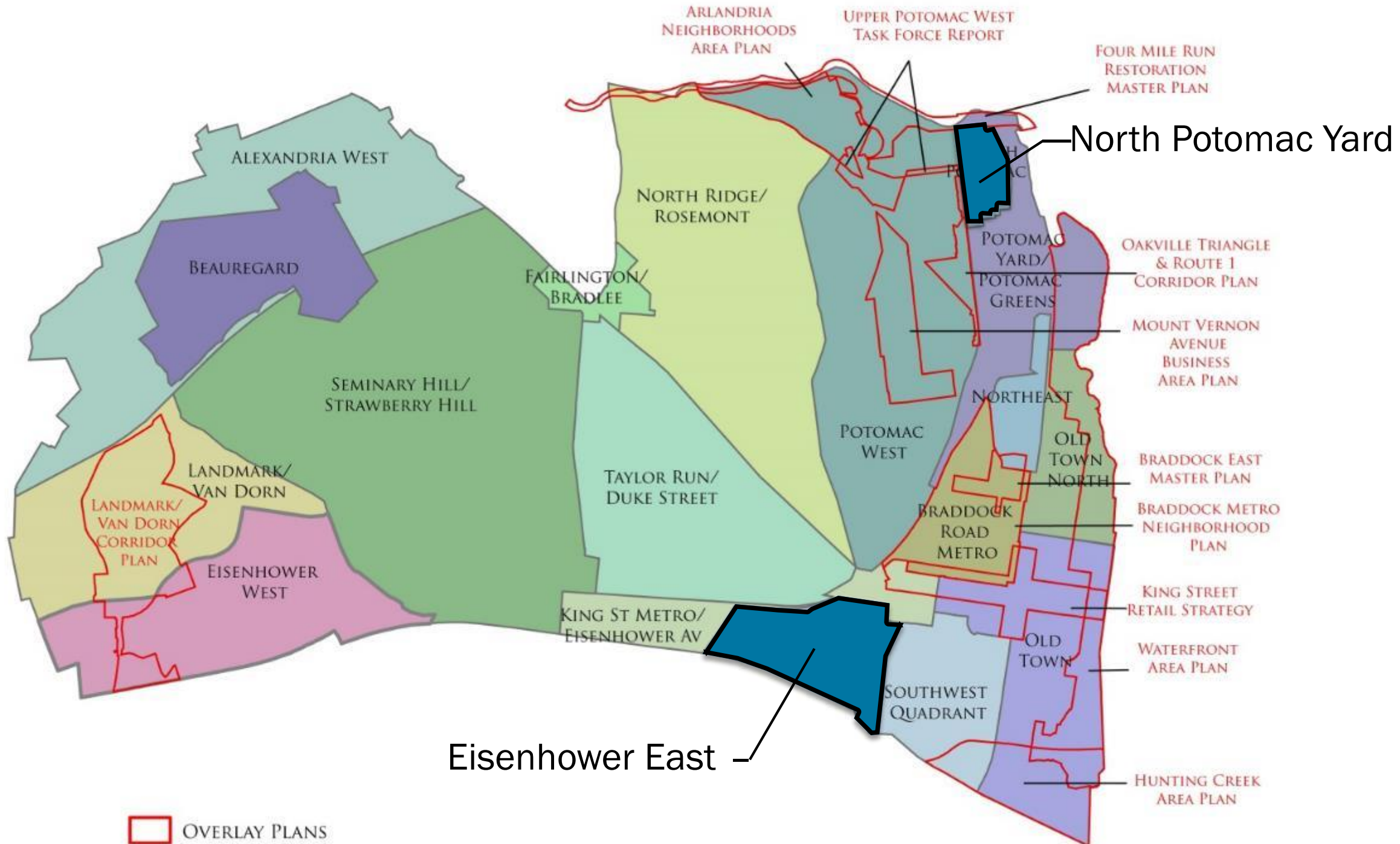


REBALANCING LAND USES AROUND THE POTOMAC YARD AND EISENHOWER EAST METRORAIL STATIONS

ALEXANDRIA, VA

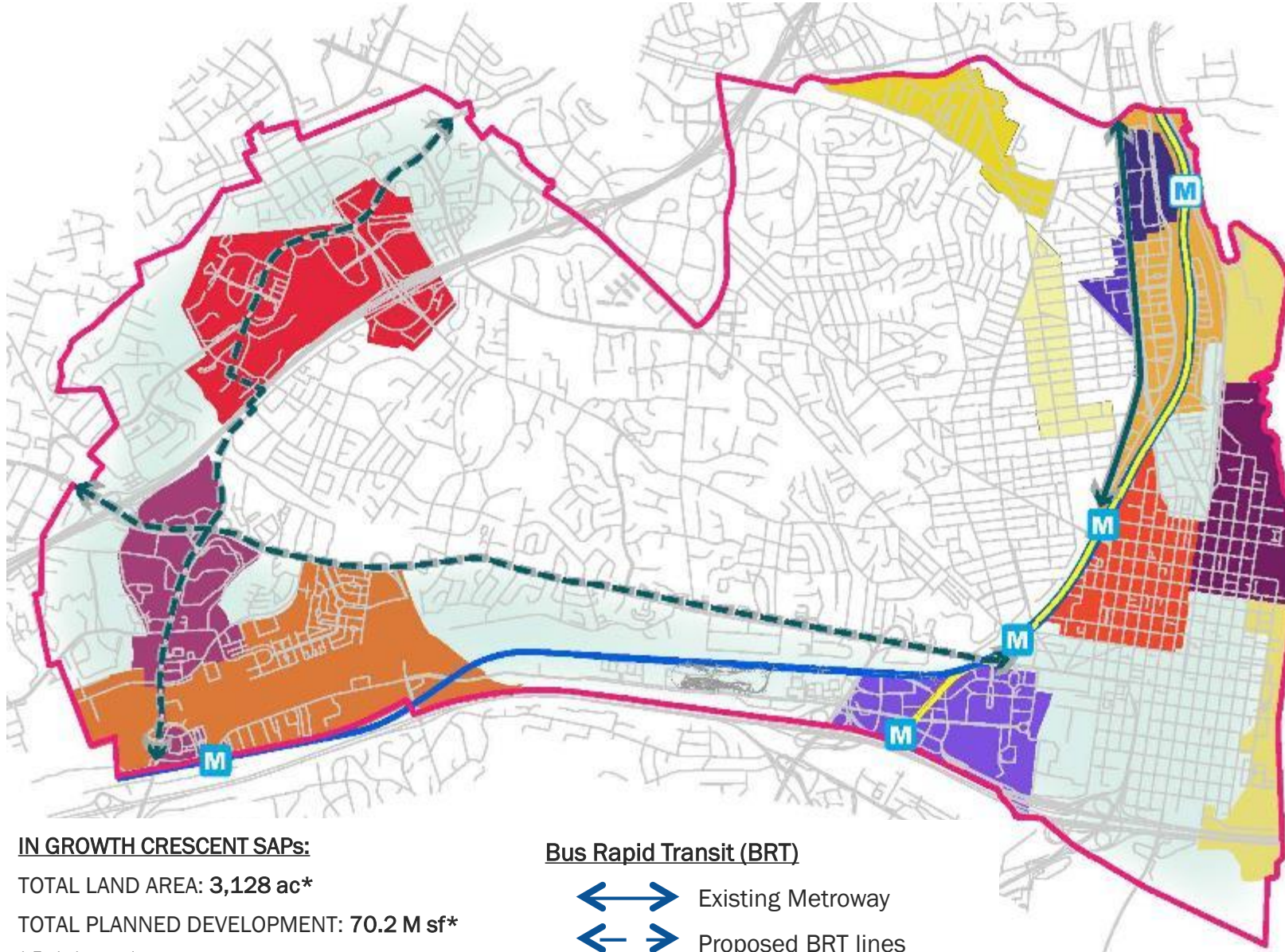
04.10.2018 | *Department of Planning & Zoning* | MWCOG





 OVERLAY PLANS

Planning for Growth



- North Potomac Yard (2017)**
Land Area: 73 ac
Planned Dev: 7.5 M sf
- Oakville Triangle (2015)**
Land Area: 37 ac
Planned Dev: 2.7 M sf
- Eisenhower East (2003)**
Land Area: 245 ac
Planned Dev: 10.3 M sf
- Old Town North (2017)**
Land Area: 222 ac
Planned Dev: 6.5 M sf
- Landmark Van Dorn (2009)**
Land Area: 607 ac
Planned Dev: 13.5 M sf
- Beauregard (2012)**
Land Area: 456 ac
Planned Dev: 9.7 M sf
- Braddock (2008)**
Land Area: 237 ac
Planned Dev: 3.6 M sf
- Eisenhower West (2015)**
Land Area: 621 ac
Planned Dev: 9.3 M sf
- Potomac Yard/Greens (1992)**
Land Area: 382 ac
Planned Dev: 4.5 M sf
- Arlandria (2003)**
Land Area: 151 ac
Planned Dev: 1.7 M sf
- Waterfront (2012)**
Land Area: 357 ac
Planned Dev: 811 k sf
- Mt. Vernon (2005)**
Land Area: 123 ac
Planned Dev: 214 k sf



IN GROWTH CRESCENT SAPs:

TOTAL LAND AREA: 3,128 ac*

TOTAL PLANNED DEVELOPMENT: 70.2 M sf*

* Excludes overlap

Bus Rapid Transit (BRT)

-  Existing Metroway
-  Proposed BRT lines

THE EISENHOWER EAST PLAN WILL CREATE A NEW “CITY WITHIN A CITY,” WITH DISTINCTIVE ARCHITECTURE, A MIX OF BUSINESSES, RESIDENCES AND RETAIL SPACES, GRAND BOULEVARDS, AND PARKS AND GARDENS, CREATING A LOCATION AND AN ADDRESS COMPLEMENTARY TO OLD TOWN AND THE SURROUNDING RESIDENTIAL NEIGHBORHOODS.



EISENHOWER EAST

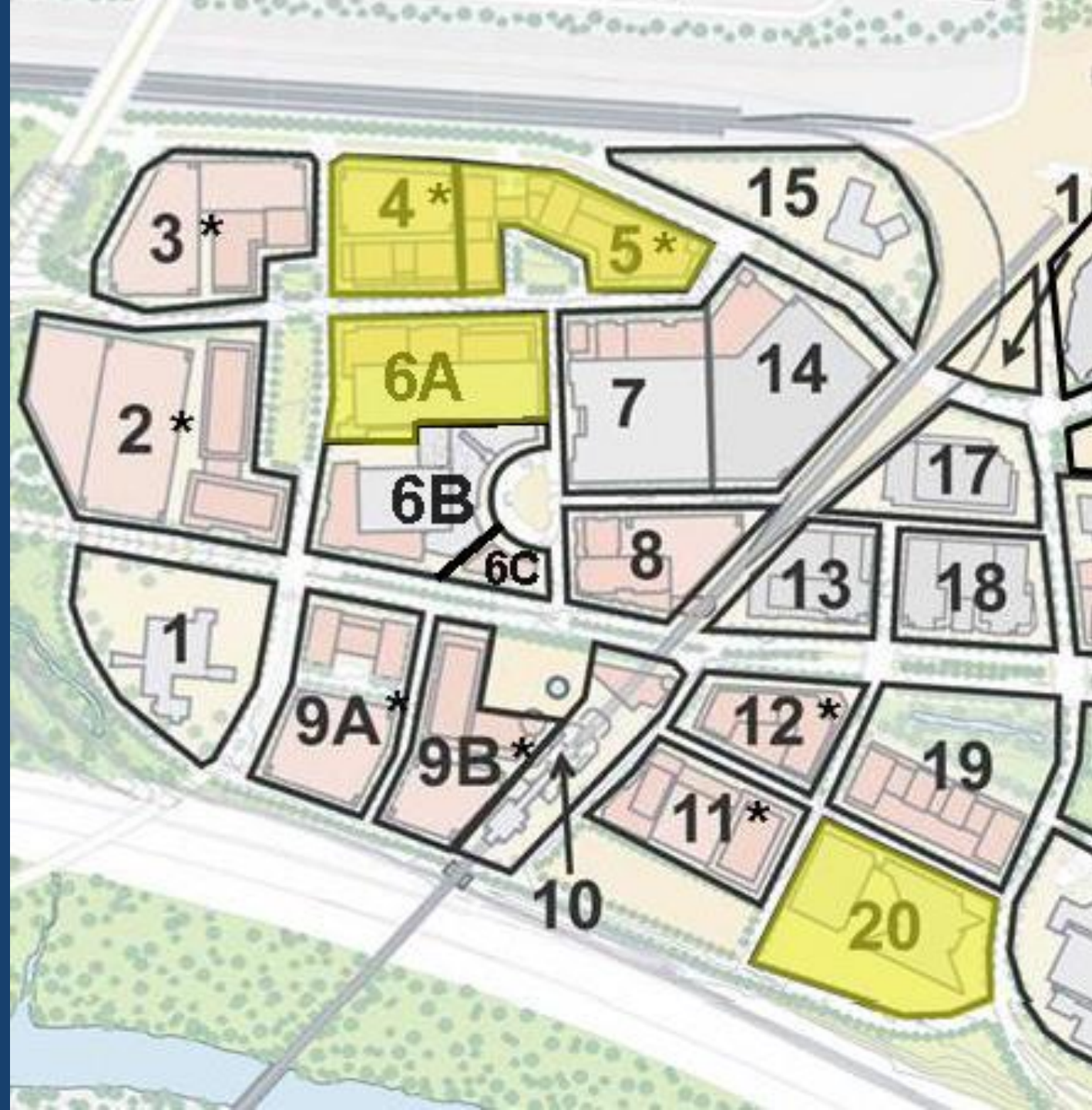
SAP adopted in 2003: “balanced”
land uses 50/50

Market trends have changed
since then, particularly with office

Requested amendments for
Blocks 4 and 5, Block 6A, and
Block 20

Small population impedes retail
growth and overall sense of place

Land Use Analysis: What does
“balance” mean today?



FISCAL IMPACT OF NEW DEVELOPMENT

For every dollar in tax revenues from multifamily residential projects, 38 cents are needed to provide government services to directly support the use and 62 cents are available for general budget needs.

Fiscal Impact Ratios: New development pays for itself

* net revenue (after City expenses) divided by gross revenue

Land Use	Fiscal Impact Ratio*	1999 Fiscal Impact Ratio
Single Family Detached	70%	40%
Townhouse	67%	
Multifamily	62%	
Retail (general)	84%	87%
Retail (restaurant)	89%	
Hotel	93%	93.5%
Office	88%	83%
Industrial	78%	---

LAND USE ANALYSIS

Still balanced, new metric

- People instead of Square Feet
- 4.0-5.0 employees/1,000 sf
- +/- 1.5 residents/1,000 sf (multifamily, metro-adjacent)

Work and home are merging/mixing

Repurpose/reinvest in obsolete office buildings

Placemaking and clustering retail

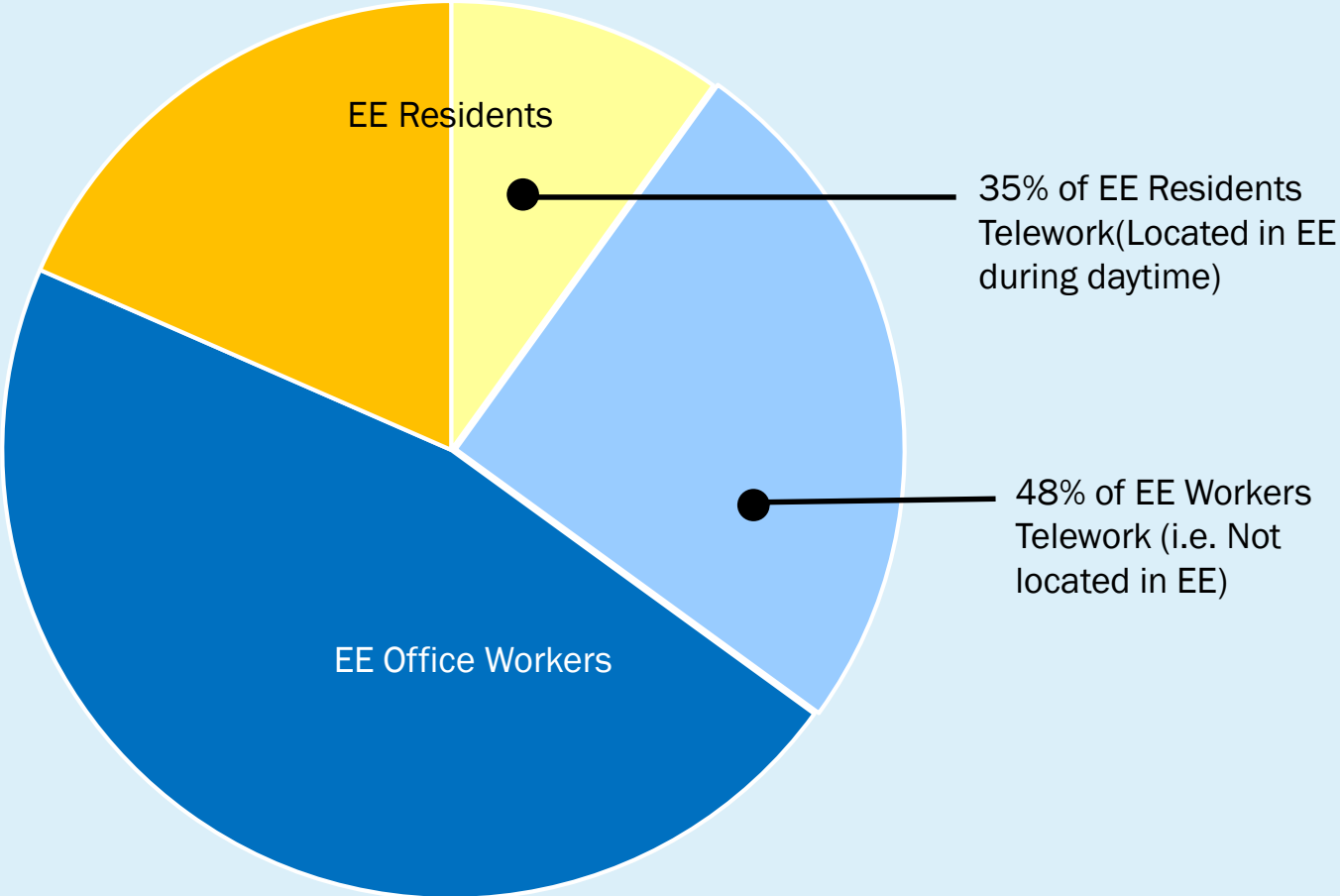
Daytime and nighttime populations needed for successful retail (office wants retail, residential brings retail)

Organized retail management and programming



TELEWORKING: Merging Work and Home

Proposed Residents/Workers Teleworking (Occupancy)

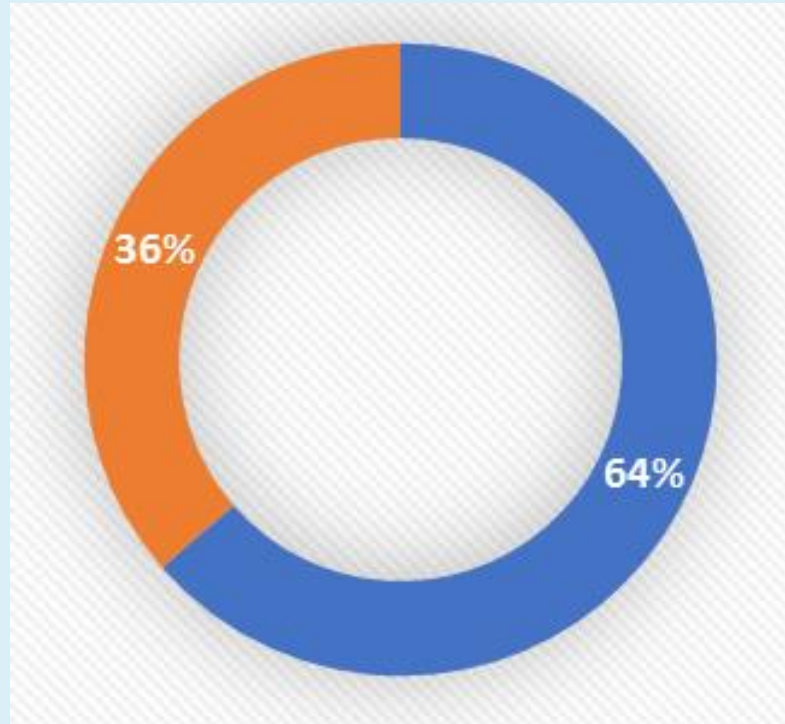


Resident Occupancy is based on 1.5 people per 1000 sf

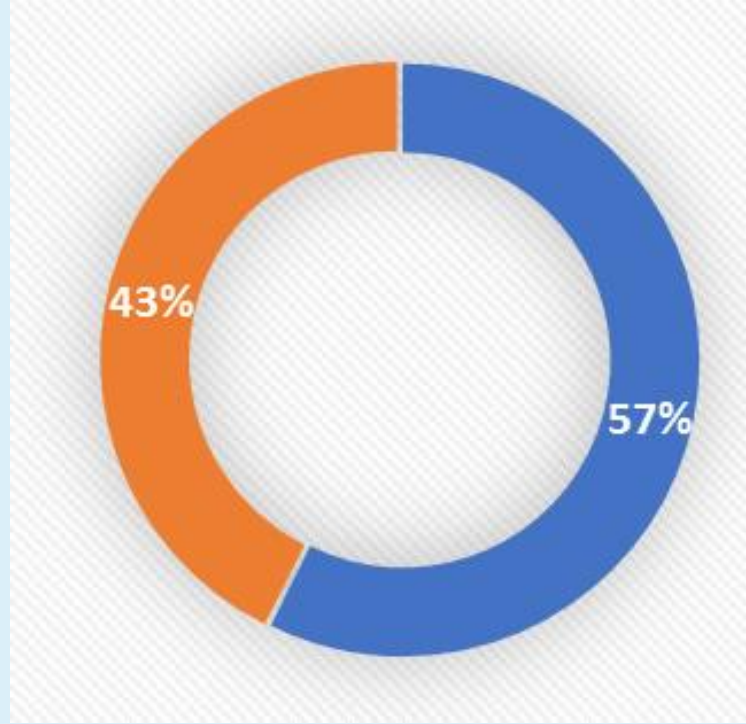
Worker Occupancy is based on 4 people per 1000 sf

RATIO OF RESIDENTS TO EMPLOYEES

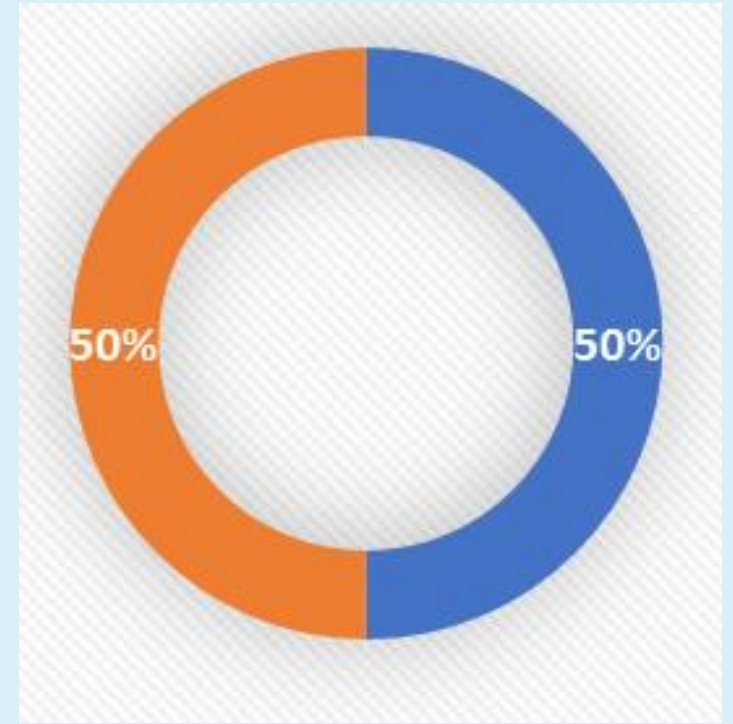
WITHIN ¼-MILE OF METRO



Current



Proposed

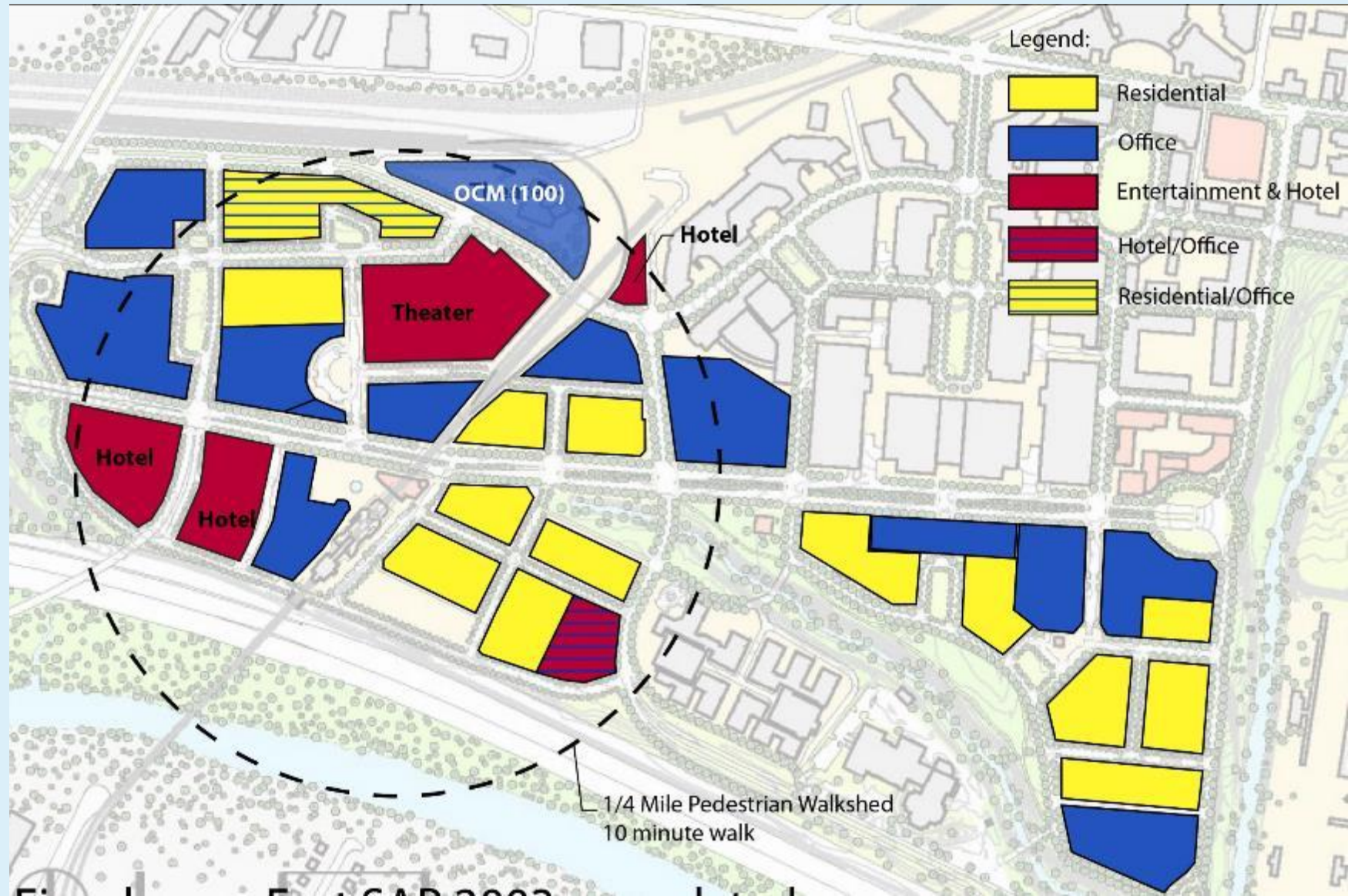


Goal

Legend

- Residents
- Employees

EISENHOWER EAST SAP UPDATED PRIMARY LAND USES MAP (2018)



EISENHOWER EAST DEVELOPMENT PROJECTS



Stonebridge Carras (Blocks 4 and 5)

- 800 units total of rental, condo, and senior living.
- 129,000 square feet of retail in addition to an approximately 80,000 square foot anchor grocery tenant



Perseus Realty (Block 6A)

- Reuse the existing office building for residential and retail uses
- 520 rental apartment units
- Approximately 630,000 square foot



Paradigm Development Company (Block 20)

- Includes 420 residential units hotel to be located at the eastern portion of the development.
- 180-room hotel to be located at the western portion of the development.

FINDINGS

In EE: “balanced” land use means 2-3 times more residential SF than office.

Blocks 4/5: retail with anchor and placemaking.

Block 6a supports double-sided retail; repurpose obsolete office building.

Block 20: residential supports retail; maintains a commercial use.

Will improve balance of workers and residents in Eisenhower East.

Retail management & pop-up uses: more lively day and night environment.

Conclusion & Recommendation: Proposed land use amendments for Blocks 4, 5, 6a, & 20 are consistent with the intent of the Eisenhower East SAP. Staff supports the proposed conversions.

THE PLAN ENVISIONS NORTH POTOMAC YARD AS AN ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE AND DIVERSE 21ST CENTURY URBAN, TRANSIT-ORIENTED, MIXED USE COMMUNITY THAT IS COMPATIBLE WITH ADJACENT NEIGHBORHOODS. THE PLAN SEEKS TO CREATE A REGIONAL DESTINATION WITH DIVERSE BUILT AND NATURAL SPACES WHERE PEOPLE WANT TO SPEND TIME IN A WIDE VARIETY OF PURSUITS.



NORTH POTOMAC YARD

SUSTAINABILITY



- Comprehensive environmental sustainability & performance
- Social
- Economic

LAND USE



- Transit-oriented, mixed-use
- Neighborhood land use strategies
- Resident/employee balance
- Affordable housing - bonus density to 30%

DESIGN



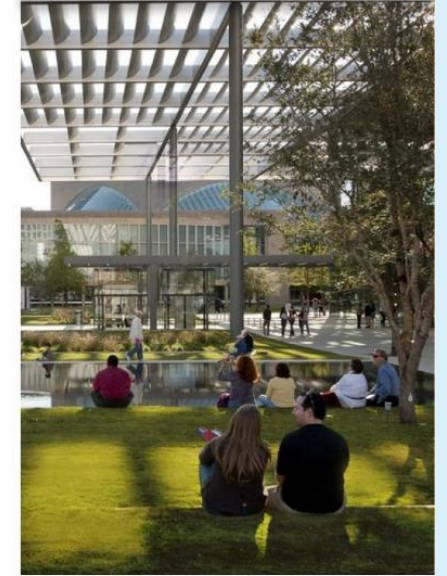
- Integrated sustainability elements & infrastructure
- High-quality design & urban form
- Variety of height
- Innovative public realm

TRANSPORTATION



- New Metrorail station
- Metroway
- Pedestrian & cyclist priority
- Parking maximums & shared parking

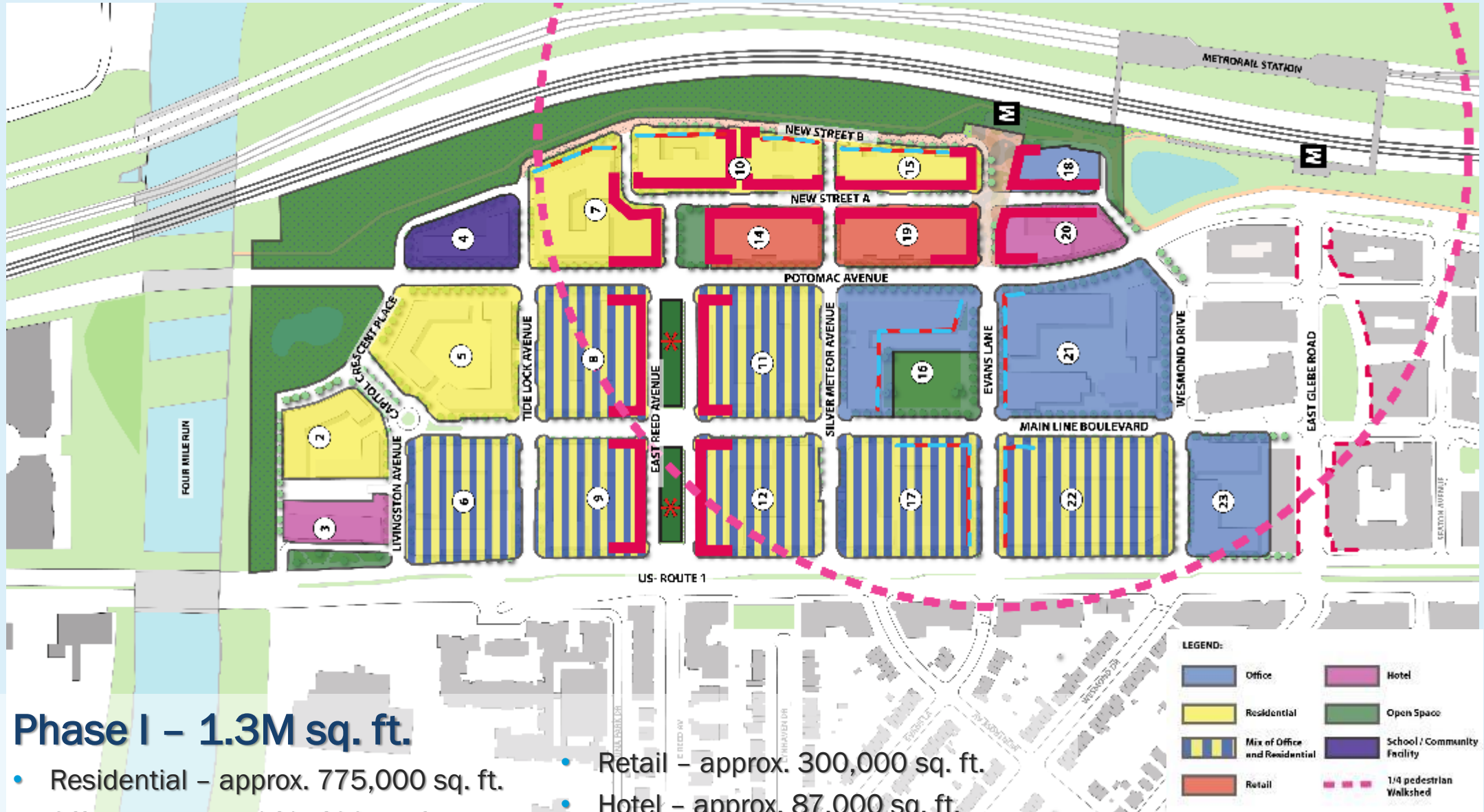
OPEN SPACE



- Linkage to regional network
- Expanded open spaces and parks
- Neighborhood open spaces







NORTH POTOMAC YARD

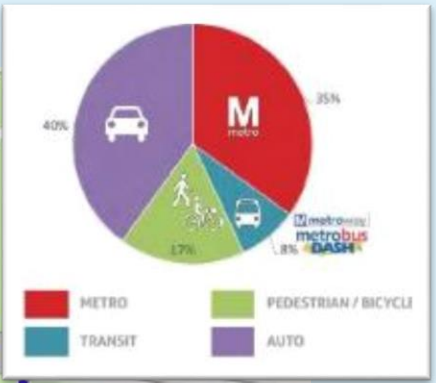
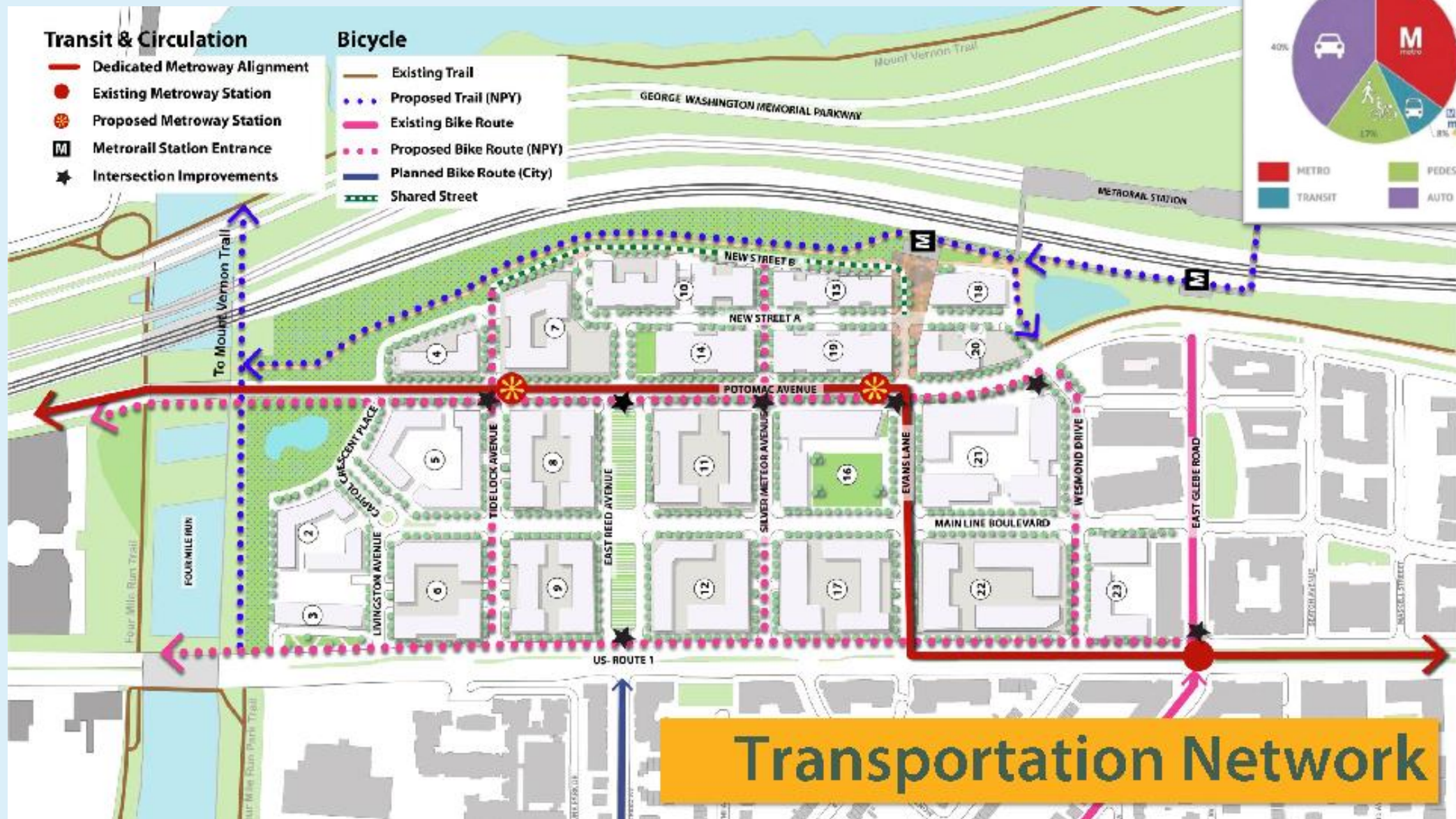


Transit & Circulation

-  Dedicated Metroway Alignment
-  Existing Metroway Station
-  Proposed Metroway Station
-  Metrorail Station Entrance
-  Intersection Improvements

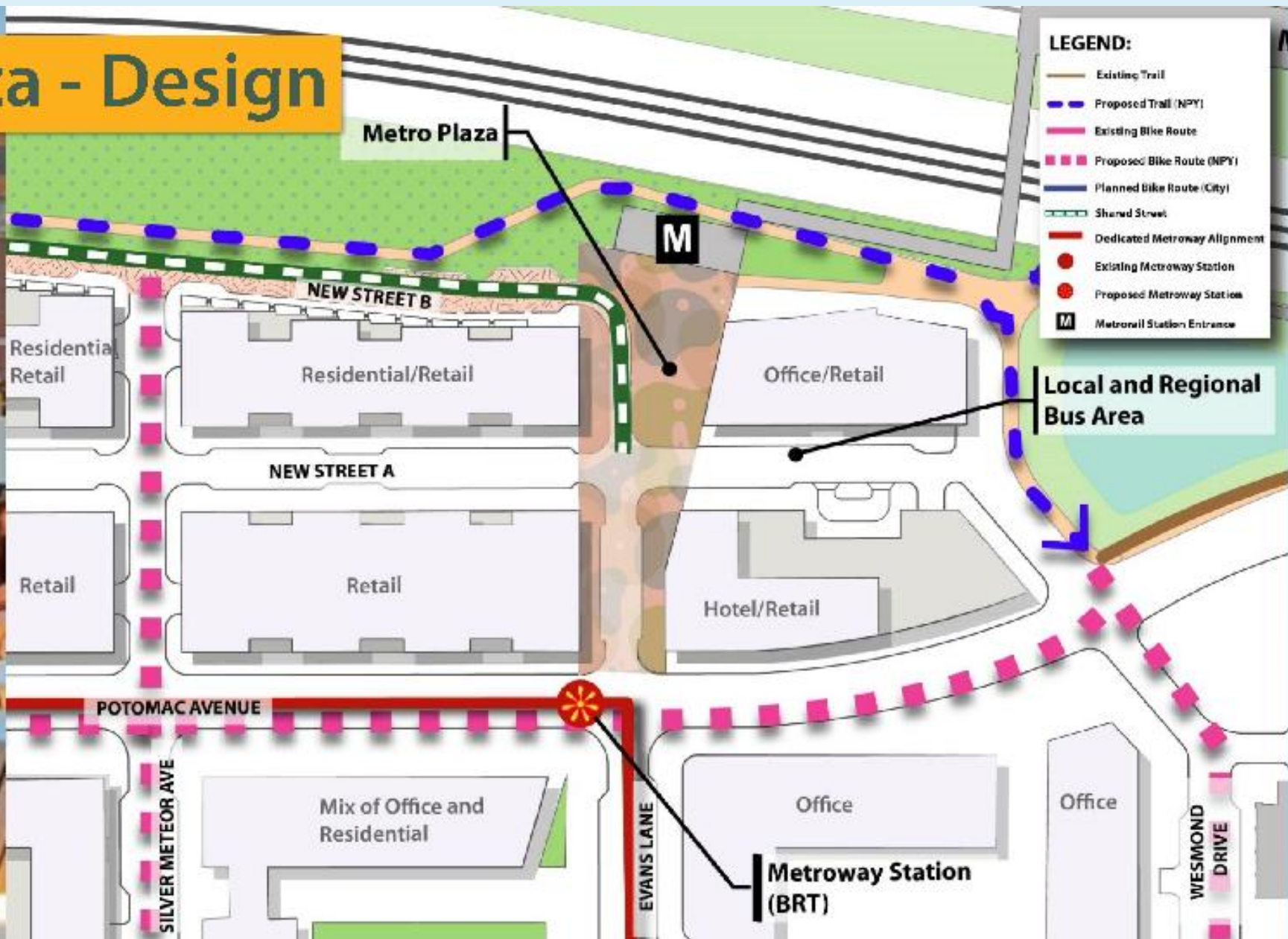
Bicycle

-  Existing Trail
-  Proposed Trail (NPY)
-  Existing Bike Route
-  Proposed Bike Route (NPY)
-  Planned Bike Route (City)
-  Shared Street



Transportation Network

Metro Plaza - Design



Metro Plaza



QUESTIONS

*REBALANCING LAND USES AROUND THE POTOMAC YARD
AND EISENHOWER EAST METRORAIL STATIONS*

