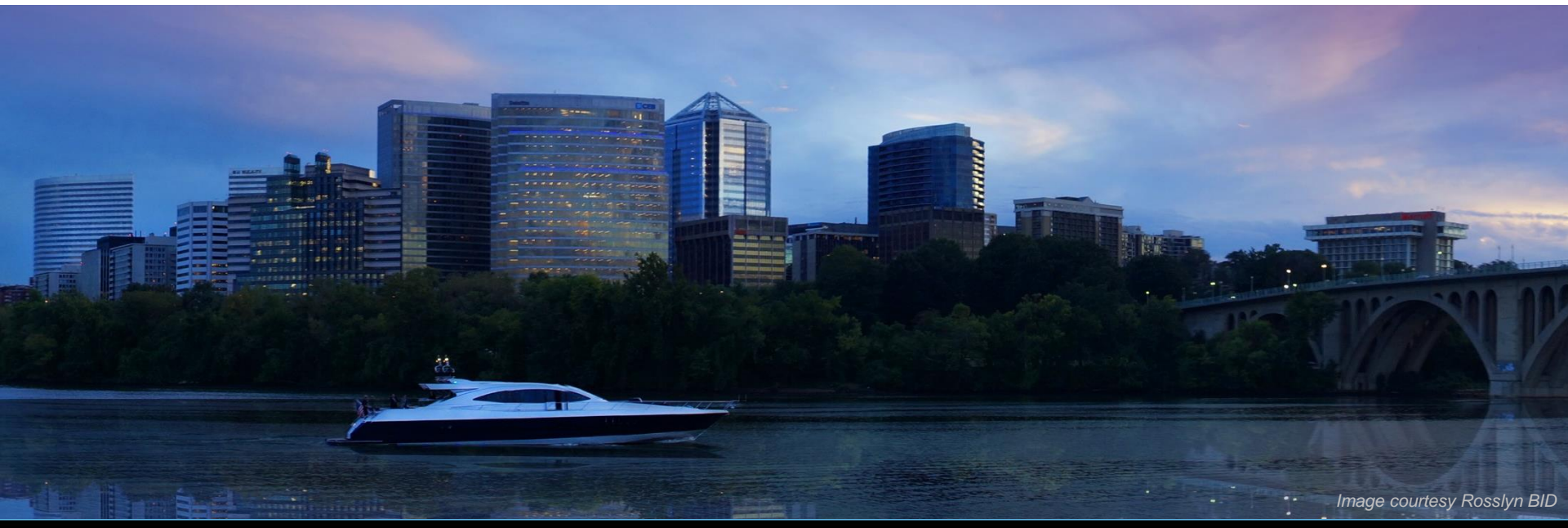
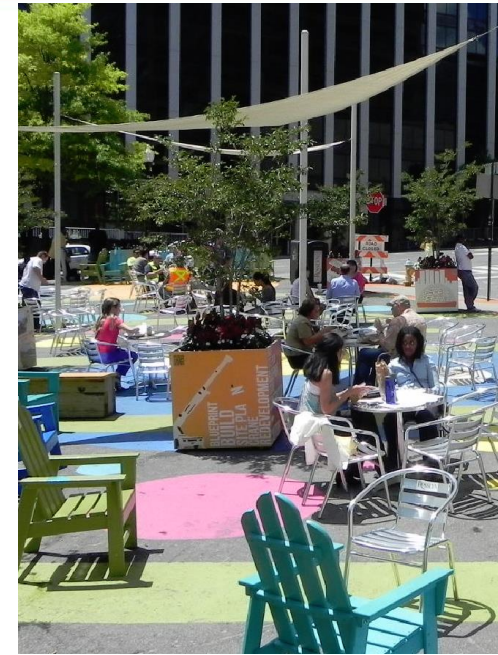


# REALIZING ROSSLYN

## Planning for Rosslyn's Second Generation of Development

MWCOG Planning Directors TAC Meeting

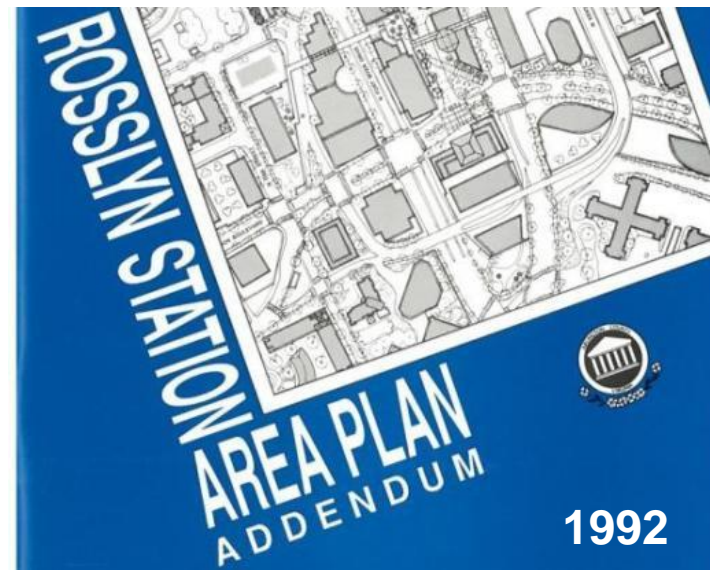
June 20, 2014 Meeting



# About Realize Rosslyn




- An ongoing **community planning effort** ...
- To develop an **Update** for the **Rosslyn Sector Plan**...
- That will **refresh the community vision** for Rosslyn's future...
- Provide a **planning framework** and **implementation strategies** to achieve the that vision.

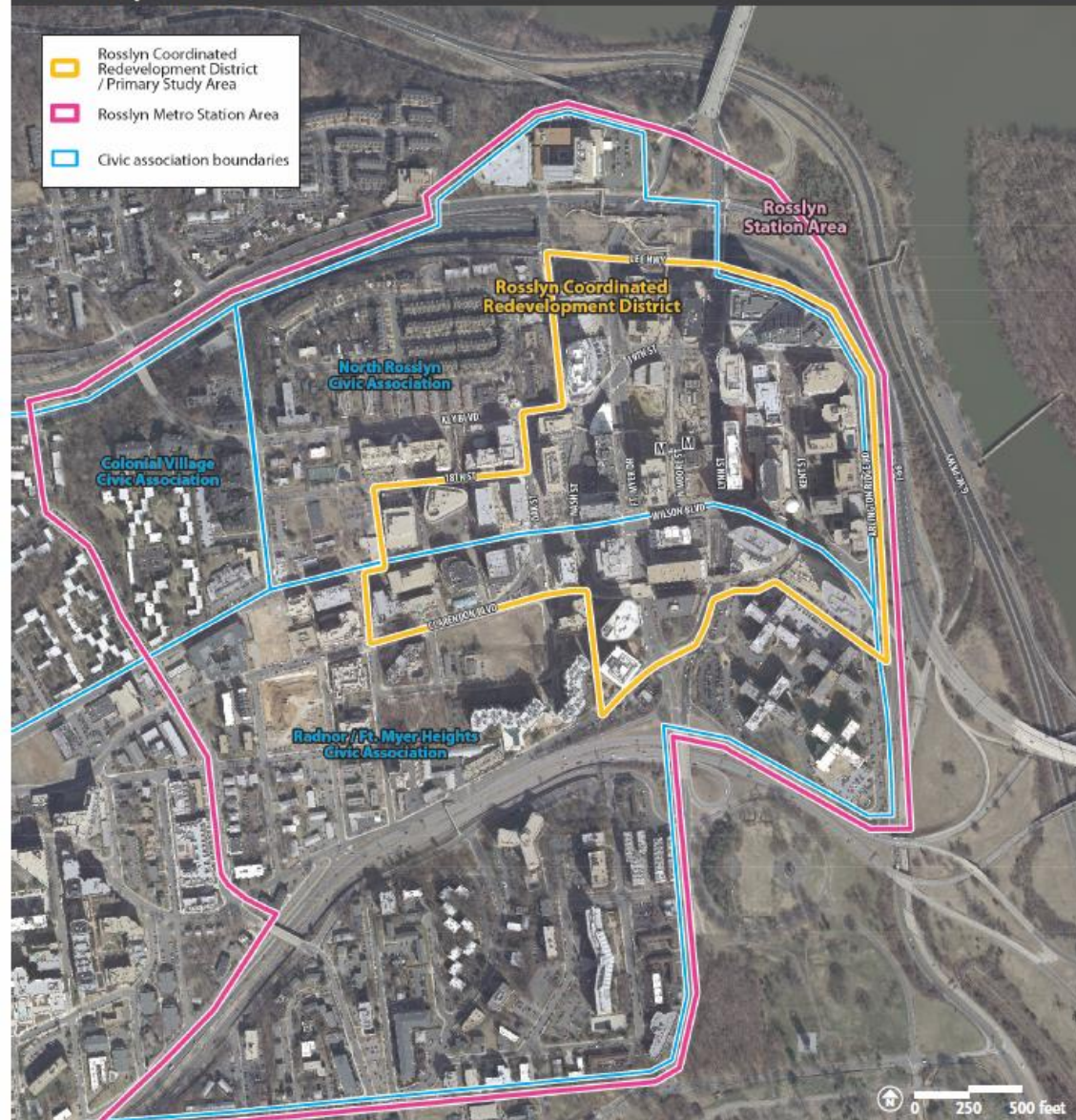
**REALIZE**ROSSLYN  
a **plan** for a **distinctive urban place**



# Realize Rosslyn Study Area

MAP 1 | STUDY AREA

-  Rosslyn Coordinated Redevelopment District / Primary Study Area
-  Rosslyn Metro Station Area
-  Civic association boundaries



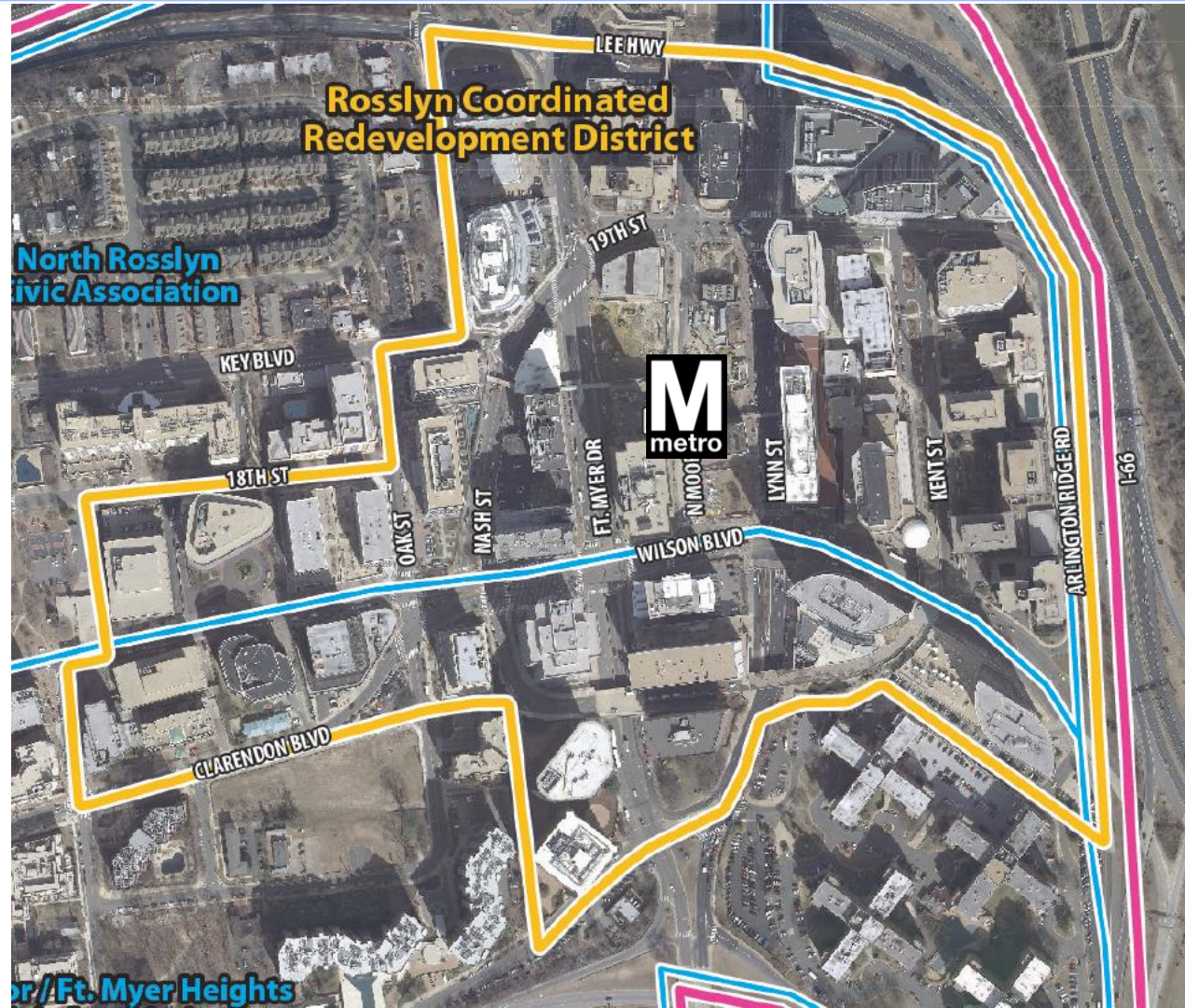
- **Rosslyn Coordinated Redevelopment District (RCRD)**

- **Rosslyn Metro Station area for systems and context**

North Rosslyn and Radnor/Fort Myer Heights civic associations encompass the RCRD

# Realize Rosslyn Study Area

- **Rosslyn Coordinated Redevelopment District (RCRD)**
- **Approx. 60 acres**
- **Properties currently C-O Rosslyn eligible**
  - Up to 10 FAR (density)
  - Up to 300 feet high (building height)
- **2010 use mix:**
  - 84% office
  - 7% hotel
  - 5% retail
  - 3% residential



# Realize Rosslyn Study Area



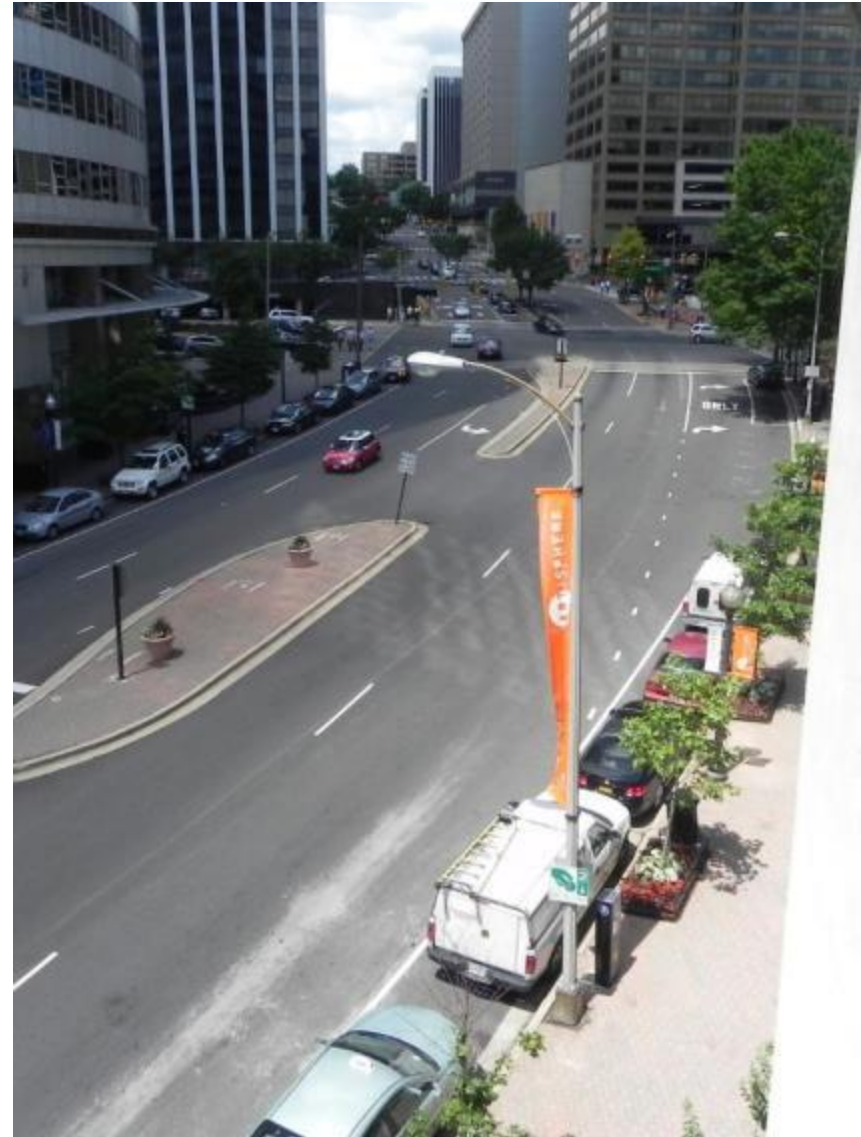
© 2014 Microsoft Corporation. Available Exclusively by DigitalGlobe. Pictometry Bird's Eye © 2012 Pictometry International Co.

Source: Bing maps

# Why plan for Rosslyn?

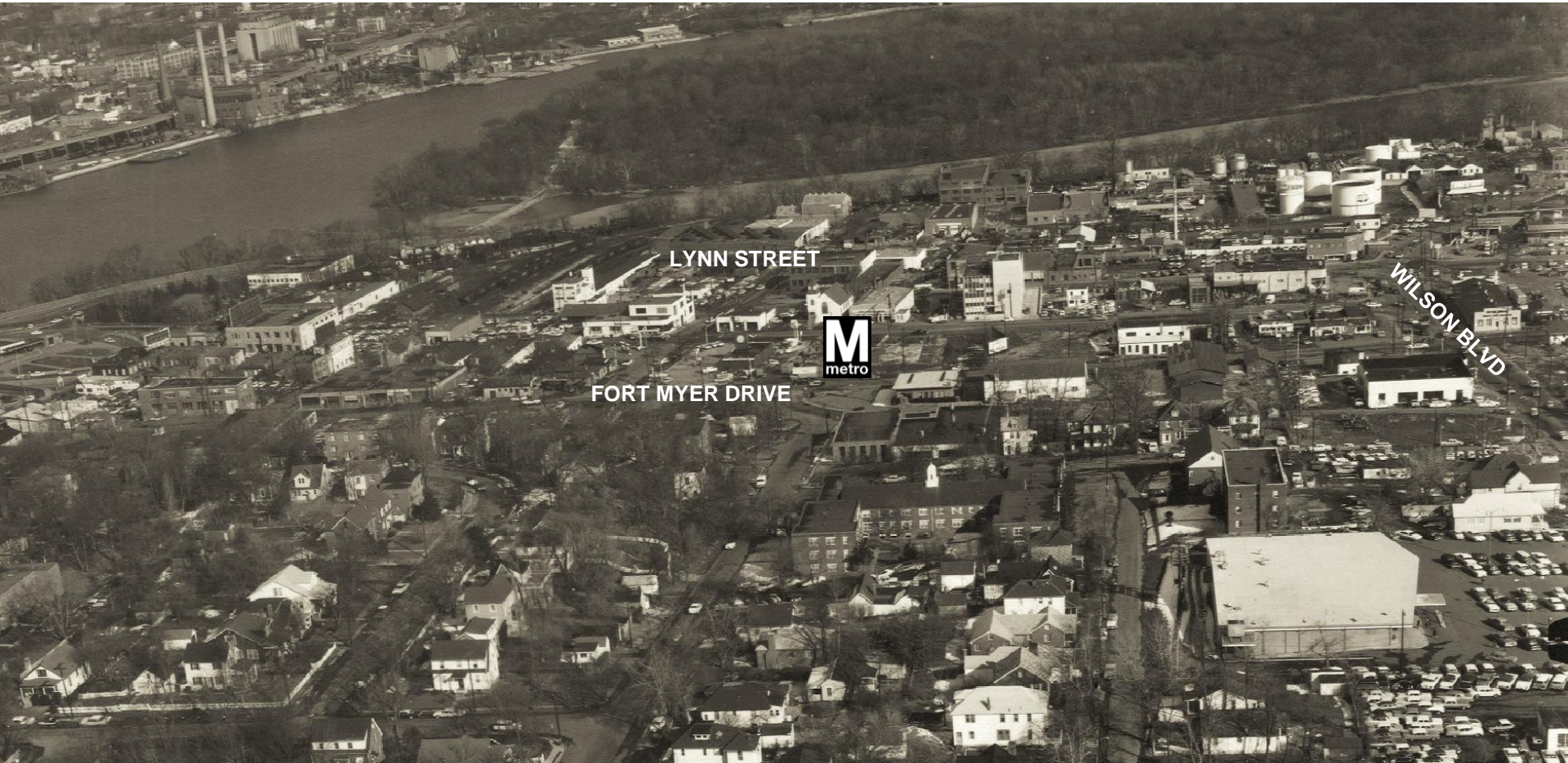
## Central Rosslyn is:

- One of Arlington's largest and most concentrated mixed-use areas
- Home to a growing number of residents and employees
- One of Arlington's busiest Metro Stations
- Forecast to see considerable growth (*2,000 more residents, 18,000 more jobs by 2040*)
- Poised to become a great urban place, but needs a plan to guide strategic moves and investment



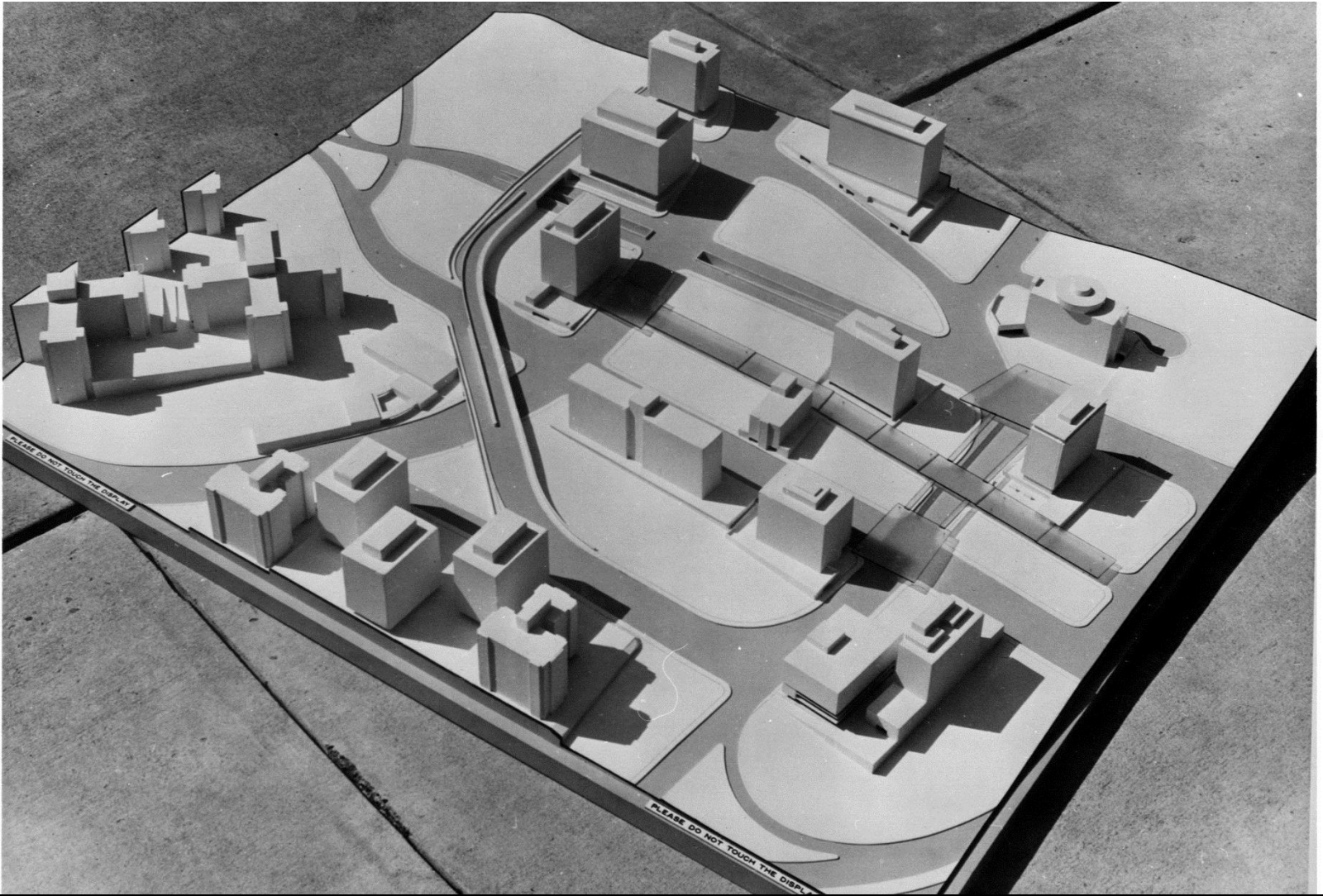
# Why plan for Rosslyn? generations of development

## Rosslyn in 1962



# Why plan for Rosslyn? generations of development

## 1960s Rosslyn model





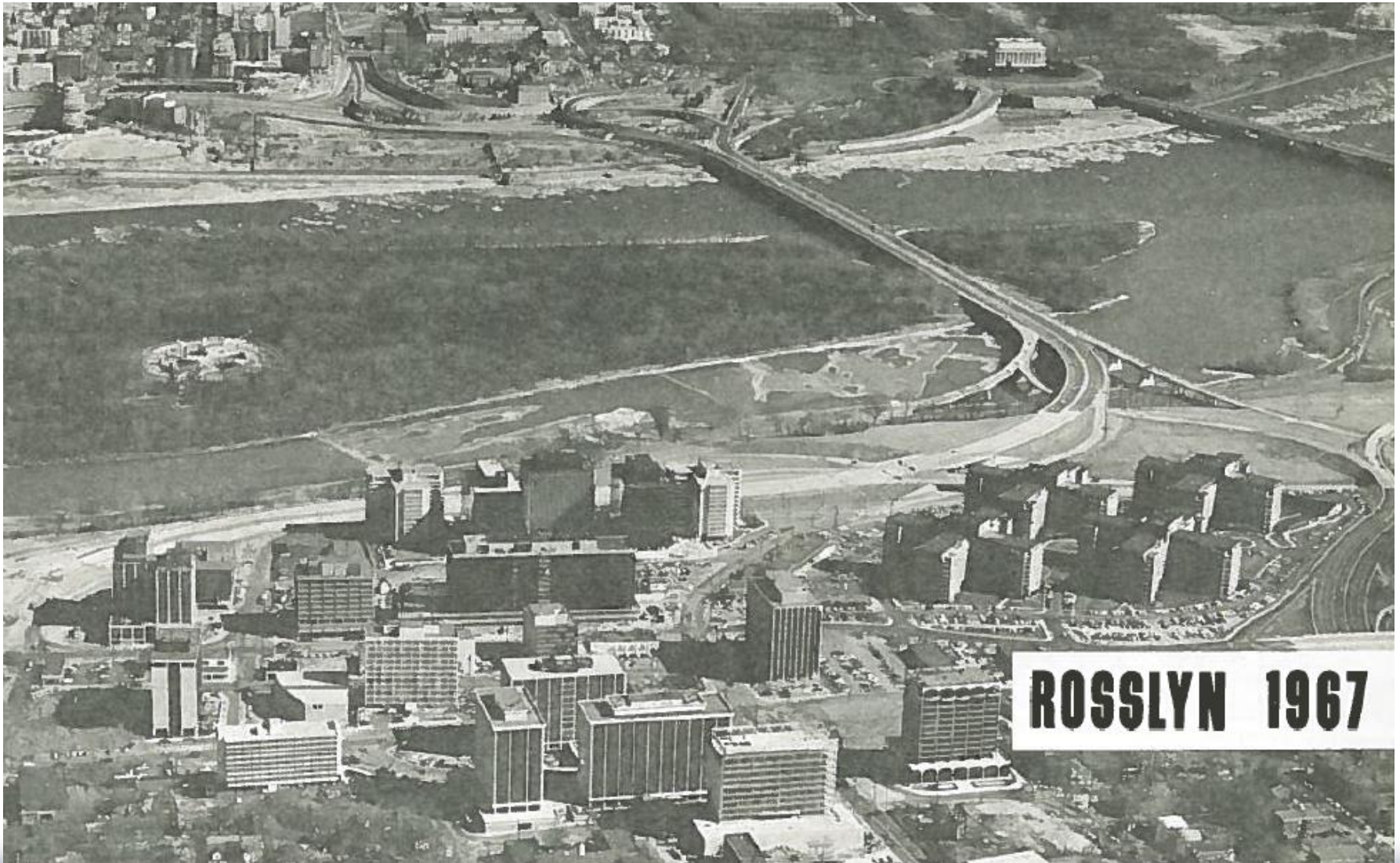
# Why plan for Rosslyn? generations of development

## 1960s Plans for Rosslyn



# Why plan for Rosslyn? generations of development

## 1960s Plans for Rosslyn



# Why plan for Rosslyn? generations of development

Rosslyn in early 1980s



# Why plan for Rosslyn? generations of development

## Rosslyn today



# Why plan for Rosslyn? generations of development

**And what should Rosslyn look like tomorrow?**



## Transportation



## Public Parks and Open Space



## Building Heights and Form



## Urban Design





# Project Scope

## ROSSLYN SECTOR PLAN UPDATE

## Scope of Work

Per June 2011 County Board approved Scope of Work Document

### ISSUES TO BE ADDRESSED

#### Urban Design

- Special features
- Order and Legibility of streets, open spaces, + development
- Walkability
- Retail + alternative ground floor use locations
- Well proportioned + distinctive buildings
- Varied façade types/compositions
- Skyline
- Potential role of TDRs

#### Building Heights

- Building height limits
- Heights above 300'? If yes, where + why?
- Transitions to edge areas
- View corridors
- Skyline
- Impacts/opportunities for open space
- Potential role of TDRs

#### Transportation

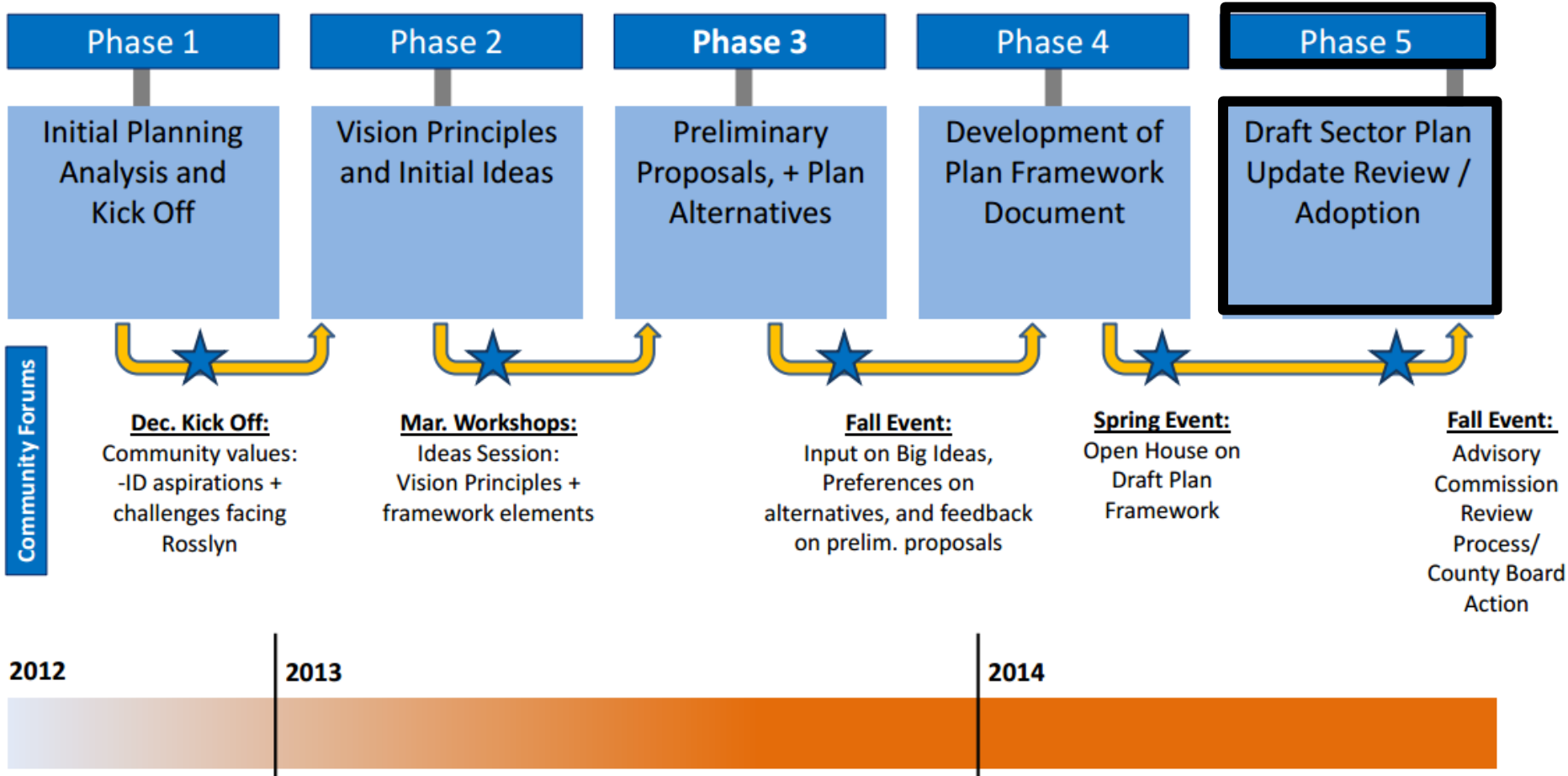
- Mode share targets
- Street network changes
- Street cross sections
- Bicycle and pedestrian facility improvements
- Transit service/facility improvements
- Parking and curb space
- Transportation demand management
- Loop Road
- Community energy

#### Parks and Open Space

- Priority park and open space needs
- Cohesive park and open space network
- Pedestrian circulation/ connectivity
- Vision and programming for Gateway Park, others
- Loop Road
- Access to Federal parkland
- Incentive for parks/open space w/ redevelopment

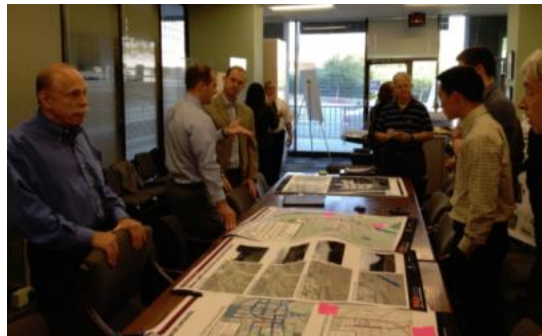
## ROSSLYN SECTOR PLAN UPDATE

## Process





- **Rosslyn Process Panel**
- **Planning Commission**
- **Other Advisory Commissions**
- **Residents**
- **Rosslyn BID**
- **Property owners**
- **Business tenants**
- **Regional partners / agencies**
- **Design professionals**
- **Others**



- Major milestone, **foundation** for the full Sector Plan Update
- Comprised of **Vision Statement, Principles and Policy Directives**
- Based on **analyses, preliminary concepts, and community input**



## ROSSLYN PLAN FRAMEWORK

VISION PRINCIPLES AND POLICY DIRECTIVES TO GUIDE THE ROSSLYN SECTOR PLAN UPDATE



# Challenges and Opportunities



## Reaching the Potomac

**CHALLENGE:** Highways and steep grades significantly limit access to the Potomac River and signature parkland along it.

**OPPORTUNITY:** Cross highway barriers with new bridges connecting with regional paths along the river. Redesign and program public space at Rosslyn's edges to embrace the Potomac River landscape with views and activity.



## Walking environment

**CHALLENGE:** Streets and building edges designed around auto access are inhospitable to people, compromising the transit, walking and biking access critical to Rosslyn's current and future success.

**OPPORTUNITY:** Reclaim excess roadway area for expanded sidewalks, landscape, bike facilities. Renovate/redevelop aging buildings with edges that engage adjacent sidewalks, parks and plazas.



## Market position

**CHALLENGE:** Aging office buildings lack the interior layouts and pedestrian-friendly exterior today's tenants seek.

**OPPORTUNITY:** Tap market-driven redevelopment potential on sites in the RCRD to produce state-of-the-art spaces for working and living while transforming streets and parks into places that nurture an inclusive live/work/play community culture.



## Transportation choices

**CHALLENGE:** As Silver Line service begins, Metrorail capacity serving Rosslyn is reaching its limits, and buses are stuck in traffic.

**OPPORTUNITY:** Create a second Rosslyn station, possibly under North Fort Myer Drive. Explore opportunities two-way streets may provide for improved bus services and routing. Preserve options to accommodate future streetcar service to Georgetown and beyond.



## Biking environment

**CHALLENGE:** Rosslyn's unwelcoming streets break up an extensive system of bike lanes and regional off-street paths.

**OPPORTUNITY:** Create cycle tracks and other safe, inviting bike facilities in Rosslyn to complete a premier regional bike network.



## Retail and public space amenities

**CHALLENGE:** Rosslyn's shopping, dining, entertainment and park options do not provide the level of amenities potential employers, residents and visitors want.

**OPPORTUNITY:** Accelerate storefront retail development, expansion of urban open spaces and design/programming improvements to parks and streets to reinforce Rosslyn's inherently accessible location as one of the region's prime places to live, work, play and visit.



## Building form

**CHALLENGE:** Rosslyn's architecture can appear anonymous and unwelcoming from nearby neighborhoods as well as prominent viewpoints in America's capital.

**OPPORTUNITY:** Encourage greater variety of building height, form and architecture to shape a proud and distinctive skyline while establishing human-scaled connections, views and public spaces at street level.



## Use Mix

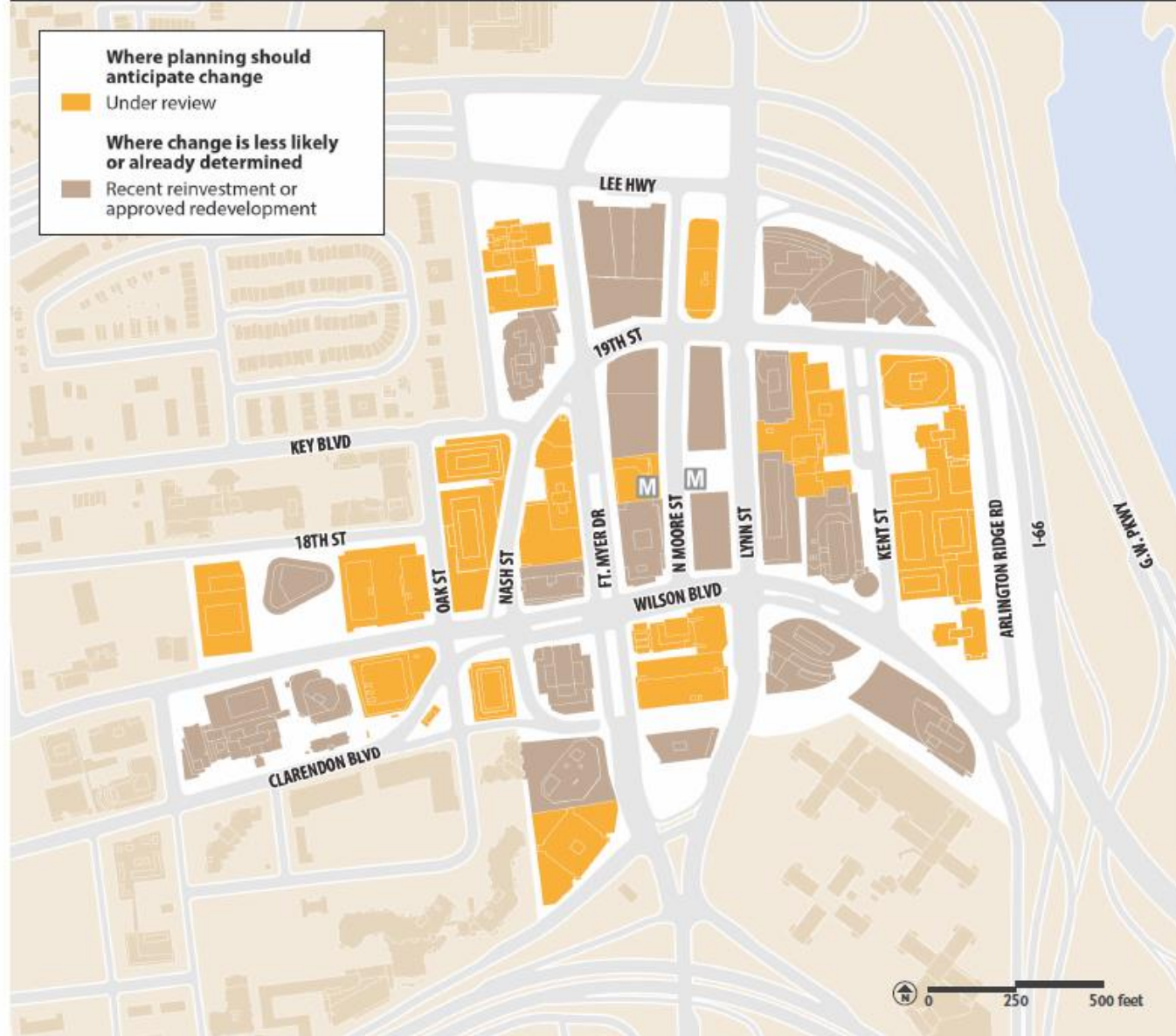
**CHALLENGE:** Rosslyn's mix of land uses continues to be heavily weighted to commercial office space, limiting the district's overall vibrancy on nights and weekends.

**OPPORTUNITY:** Add housing in central Rosslyn to accommodate more residents, increase the customer base for expanded retail and restaurant offerings, and keep the neighborhood a lively place 18 hours a day, seven days a week.

# Where might change take place?

## MAP 2 | LIKELIHOOD OF CHANGE

*Anticipated redevelopment on a number of sites will bring state of the art buildings and public spaces to Rosslyn.*



# A BOLD VISION

## THE ROSSLYN VISION STATEMENT

*"Rosslyn is Arlington's world class downtown: the greatest concentration of jobs, housing, and activities in Arlington; an important gateway between Arlington and the Nation's Capital; a preeminent destination with unparalleled views of and connections to Greater Washington; a vibrant and diverse community of people living, working, learning and playing together; a sustainable urban district that embraces its waterfront; a strong economic engine for the region and the commonwealth; the jewel of the Rosslyn-Ballston Corridor."*



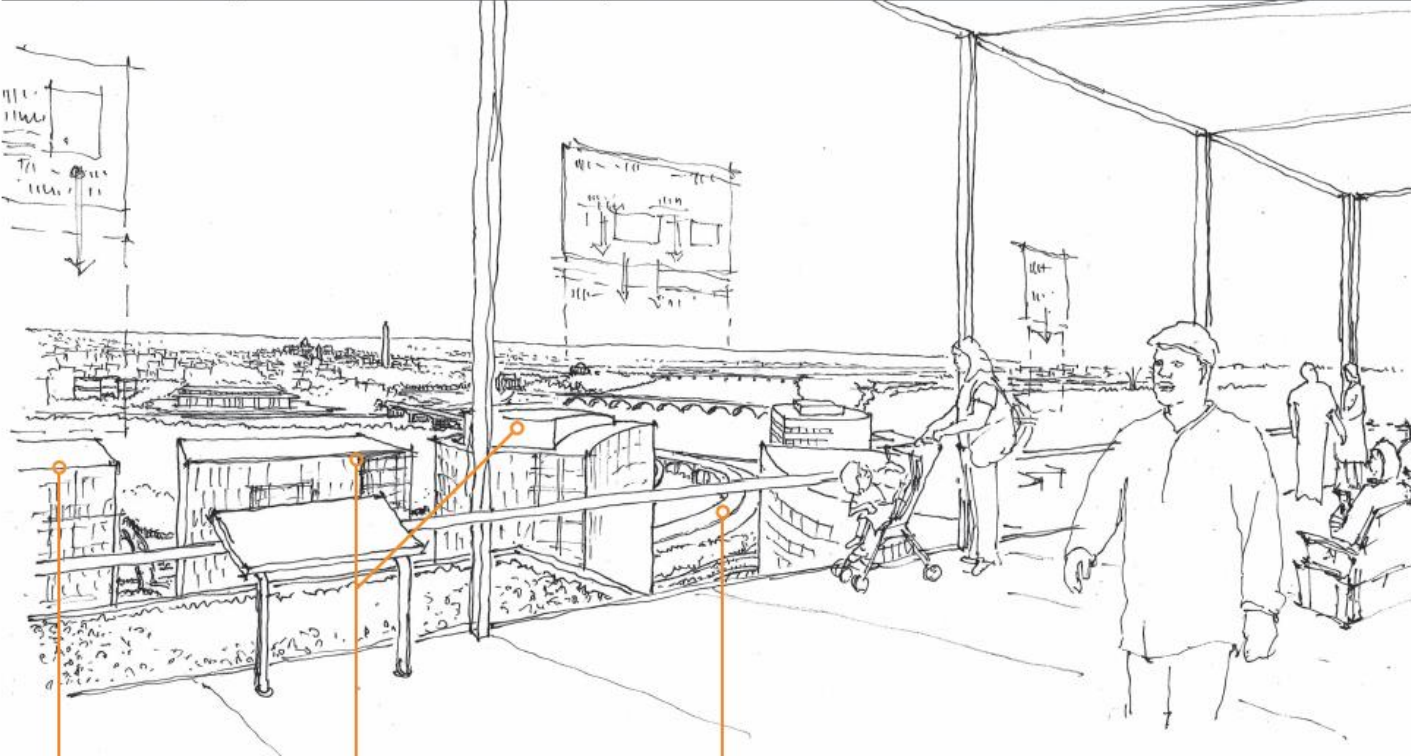
**DISCLAIMER:** THIS RENDERING IS AN ARTISTIC RENDITION OF ONE WAY THE SECTOR PLAN VISION AND RECOMMENDATIONS FOR THIS ELEMENT CAN BE ACHIEVED, FOR ILLUSTRATIVE PURPOSES ONLY.

# “Global destination, world-class downtown”

## VISION PRINCIPLE 1

Rosslyn will be a global destination with a dynamic skyline, unique vistas, and exceptional value.

*Taking in the view of the nation’s monumental core from the observation deck*



*Building heights limited where necessary to preserve prime public views*

*Varied architectural form and expression create a distinguished skyline*

*Gaps between buildings preserved for view and street connections*



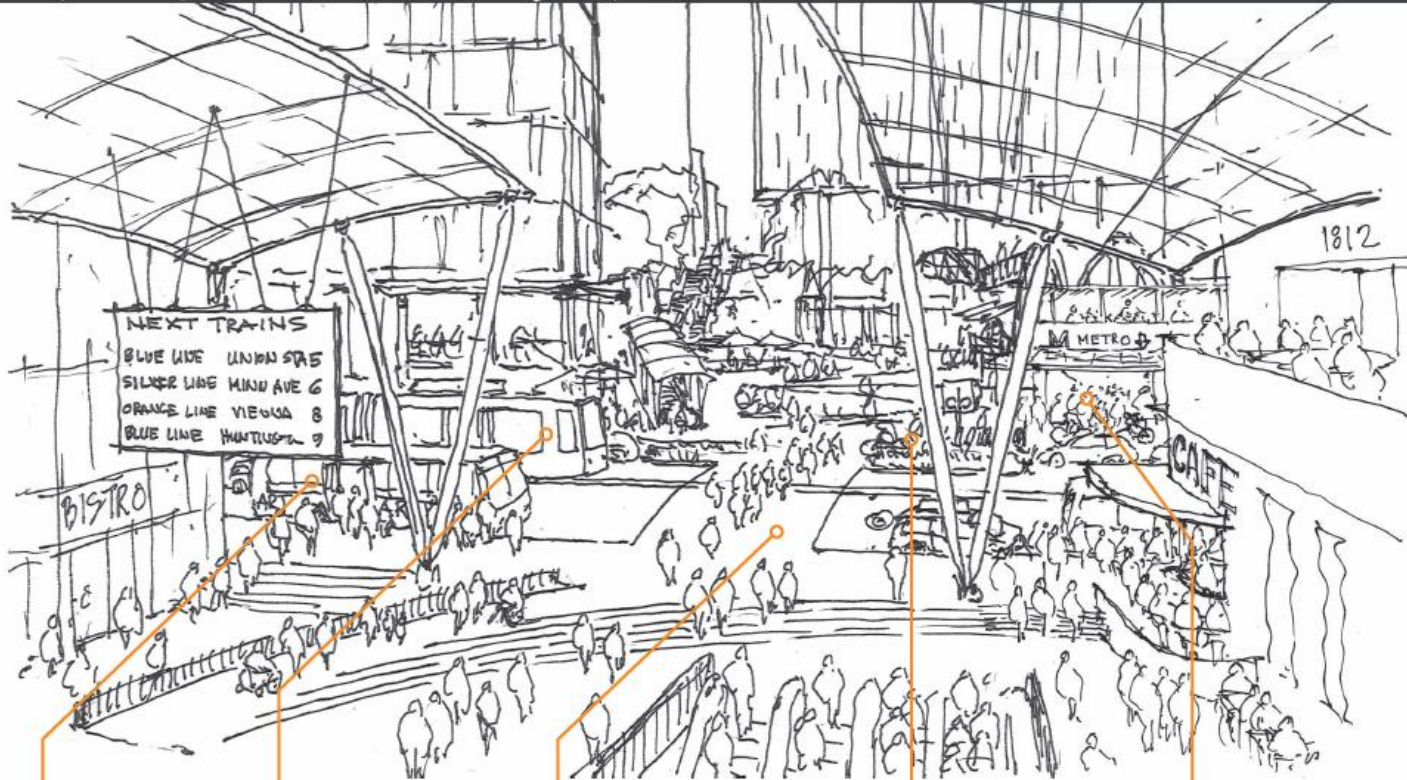
*Buildings should be distinguished by their shape, material, color and peaks to contribute to an interesting and memorable skyline.*

# “Regional transit hub”

## VISION PRINCIPLE 2

Rosslyn will be accessible via exceptional transportation connections and choices.

*Rosslyn’s reimagined Metro Station as a hub of transportation choices and connections*



Dispersed bus stops expand services, mitigate bus dominance on Moore

North Ft. Myer Drive accommodates potential streetcar service from Georgetown

New 18th Street public corridor enhances Metrorail and bus access from throughout the Rosslyn Metro Station Area

Cycle tracks and Capital Bike Share stations safely and conveniently extend a regional bike network

New station access points flank North Ft. Myer Drive as part of 18th Street public corridor and station platform expansion



# “A walkable neighborhood”



ARL

## The new 18th Street corridor linking together central Rosslyn

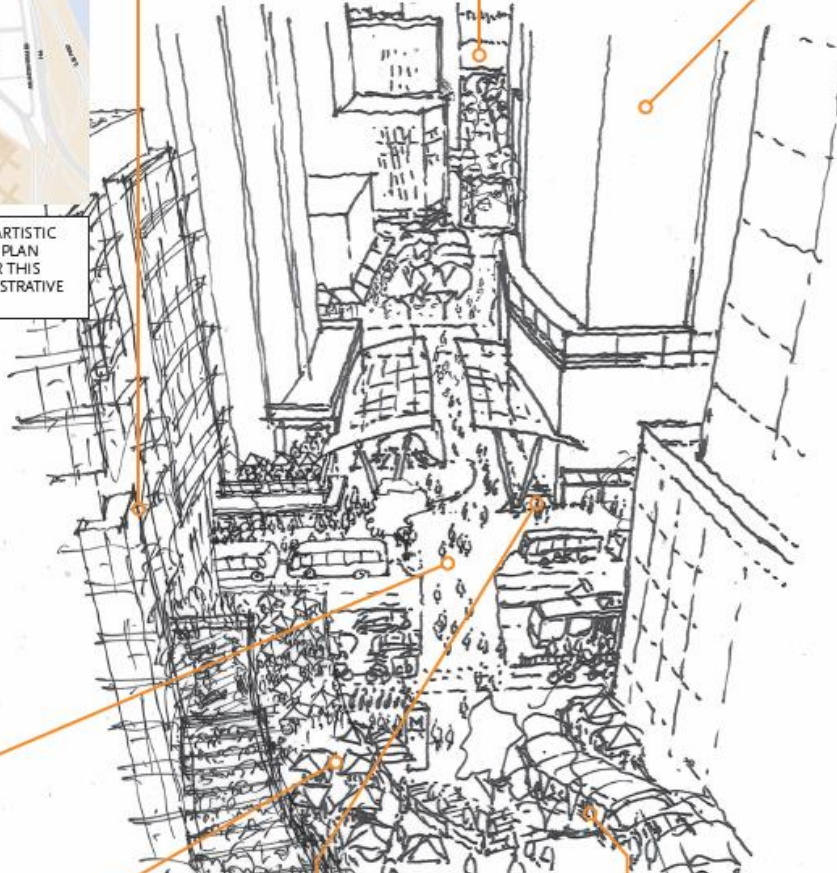


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*New retail, dining and arts venues bring major pedestrian corridors to life*

*View and path connections to Theodore Roosevelt Island terminate the corridor*

*Ridge of taller buildings creates space for 18th Street corridor*



*A signalized, mid-block pedestrian crossing fostering safe passage across Fort Myer Drive*

*Terraced public seating celebrates views*

*Open-air Metro entrance extends active public plaza area from Central Place Plaza to North Fort Myer Drive and Nash Street*

*Public escalator mitigates the climb to Rosslyn's higher elevations*

## VISION PRINCIPLE 3

Rosslyn will be a walkable neighborhood connecting people with community and choices.



Portions of the 18th Street Corridor are well-suited as a pedestrian street, including a variety of public gathering and activity spaces from the Metro station to terraced public steps. Activities in this public space should attract a broad variety of people to meet in the heart of Rosslyn.



# “Rosslyn as a good neighbor”

## VISION PRINCIPLE 4

Rosslyn will be a good neighbor to adjacent communities, making sensitive transitions of building form and offering complementary housing and service options.



*A potential transition between Colonial Terrace and new development in Central Rosslyn*



*Programmed public green spaces draw residents of central Rosslyn and adjacent neighborhoods together*

*Taller buildings enable new ground level parks and walking connections*

*Building form steps down toward context height*

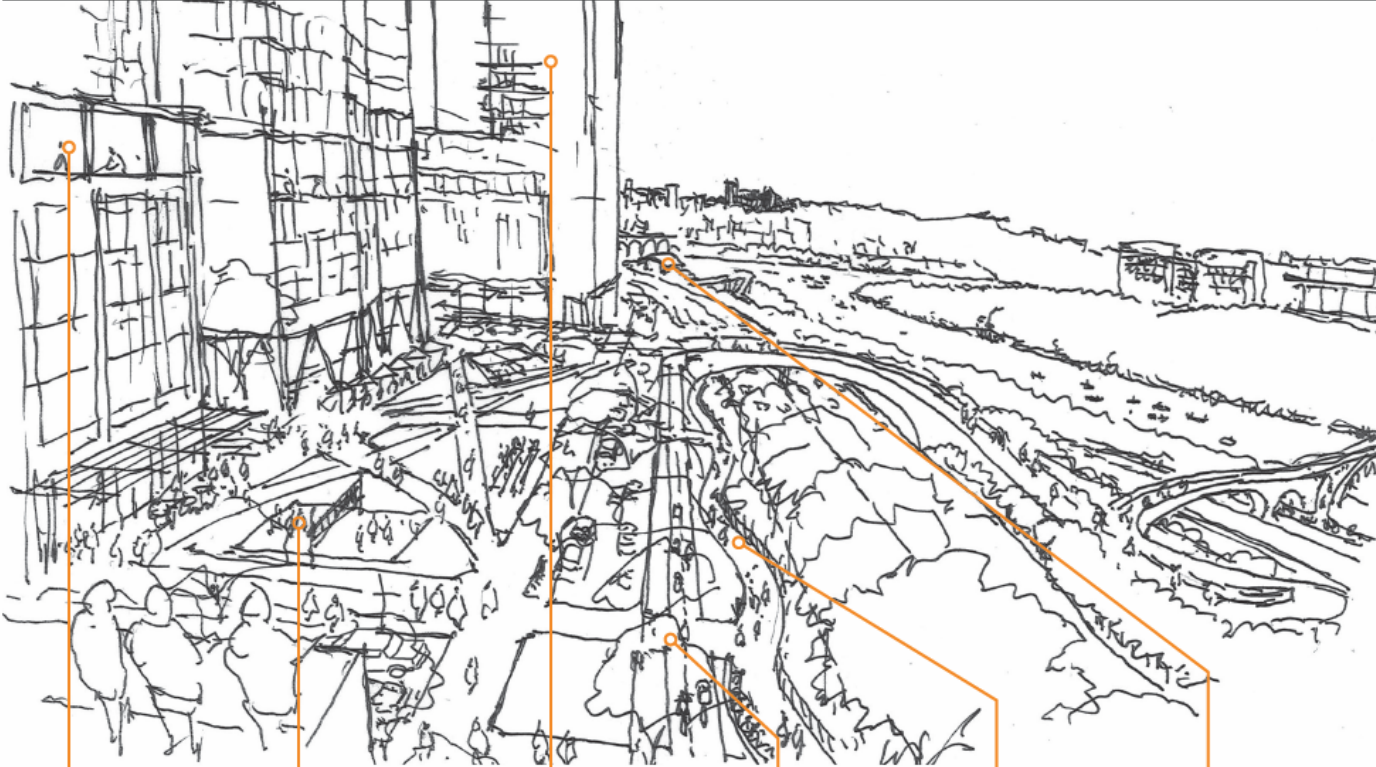
*Building orientation and spacing reserve access to sun and sky*

# “Connected to Recreation and Nature”

## VISION PRINCIPLE 5

Rosslyn will be an urban district that celebrates the experience of nature and recreation through its diverse network of public parks, open spaces, and tree-lined streets.

A view of the Esplanade, potential Rosslyn Plaza park and river connections



Upper level view points for building occupants to survey the National Mall

Performances, sports, festivals and other destination activities draw people from near and far

Premier housing, workplace and hotel addresses support quality retail and public spaces

An expanded street grid for walking, driving and biking makes Rosslyn more active and accessible

Promenade and recreation path celebrate national capital panoramas along the Potomac

New connections quickly access Potomac River boating and Theodore Roosevelt Island



Trees, like these along Chicago's Michigan Avenue, should create a welcoming setting for walking along Rosslyn's streets, large or small.



A bridge like this one in Chicago's Millennium Park could eliminate the barrier highways now pose between Rosslyn and the Potomac



IMAGE COURTESY OF THE ROSSLYN BID.

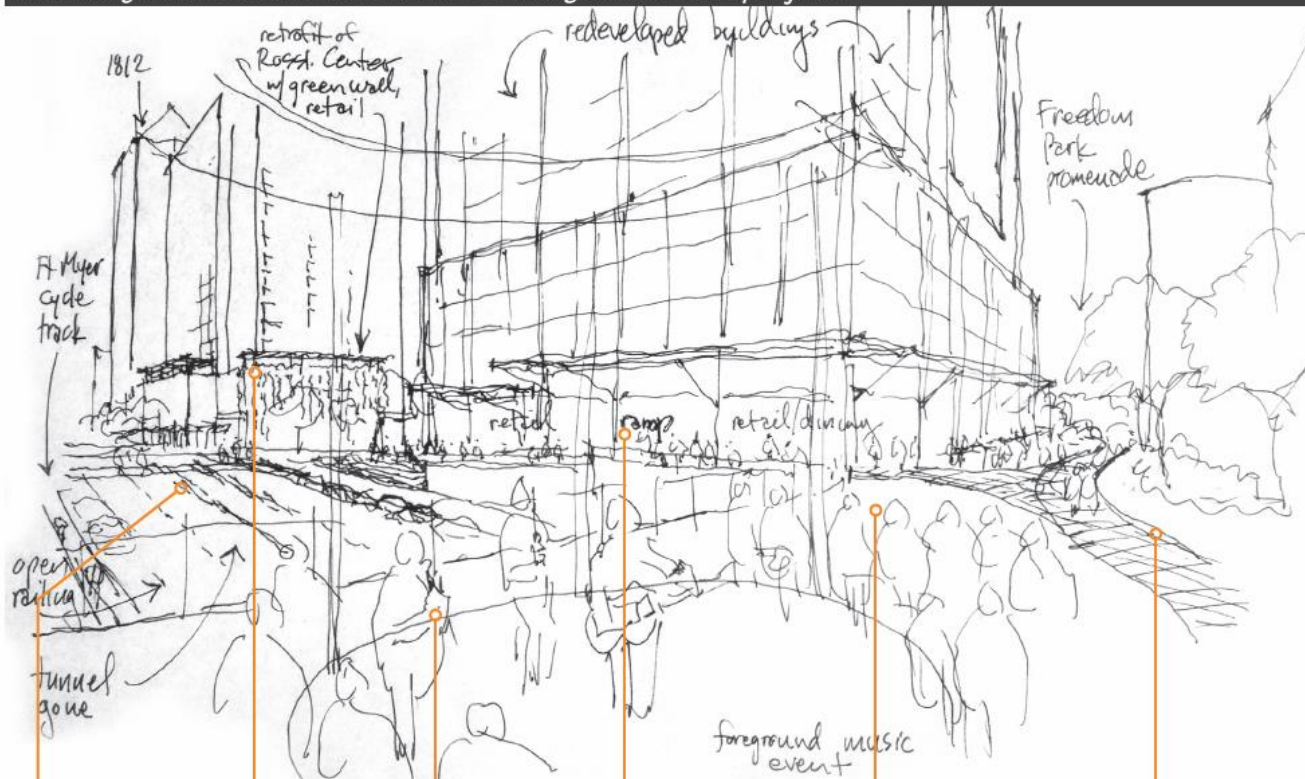
A public boathouse in Rosslyn would turn the Potomac itself into an accessible place for recreation.

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# “Dynamic, urban place”

Envisioning and revitalized Freedom Park better integrated into Rosslyn’s fabric



North Ft. Myer Drive tunnel removed at Wilson to enhance walkability of both streets

Green walls and infill retail enhance blank building edges

Destination programming draws a variety of people

Removal of parking access assumed through building renovation or redevelopment

Freedom Park expands west across underutilized street area to add useable space, views, and easy accessibility from Clarendon Blvd.

Marked promenade links Freedom Park with a network of green streets around Rosslyn

## VISION PRINCIPLE 6

Rosslyn will be a dynamic place inspired by its diverse mix of people and activity.

## Rosslyn as a place of urban amenities



New York City’s High Line demonstrates what an attraction Rosslyn’s Freedom Park could become.



Even small spaces can be successful places for people.

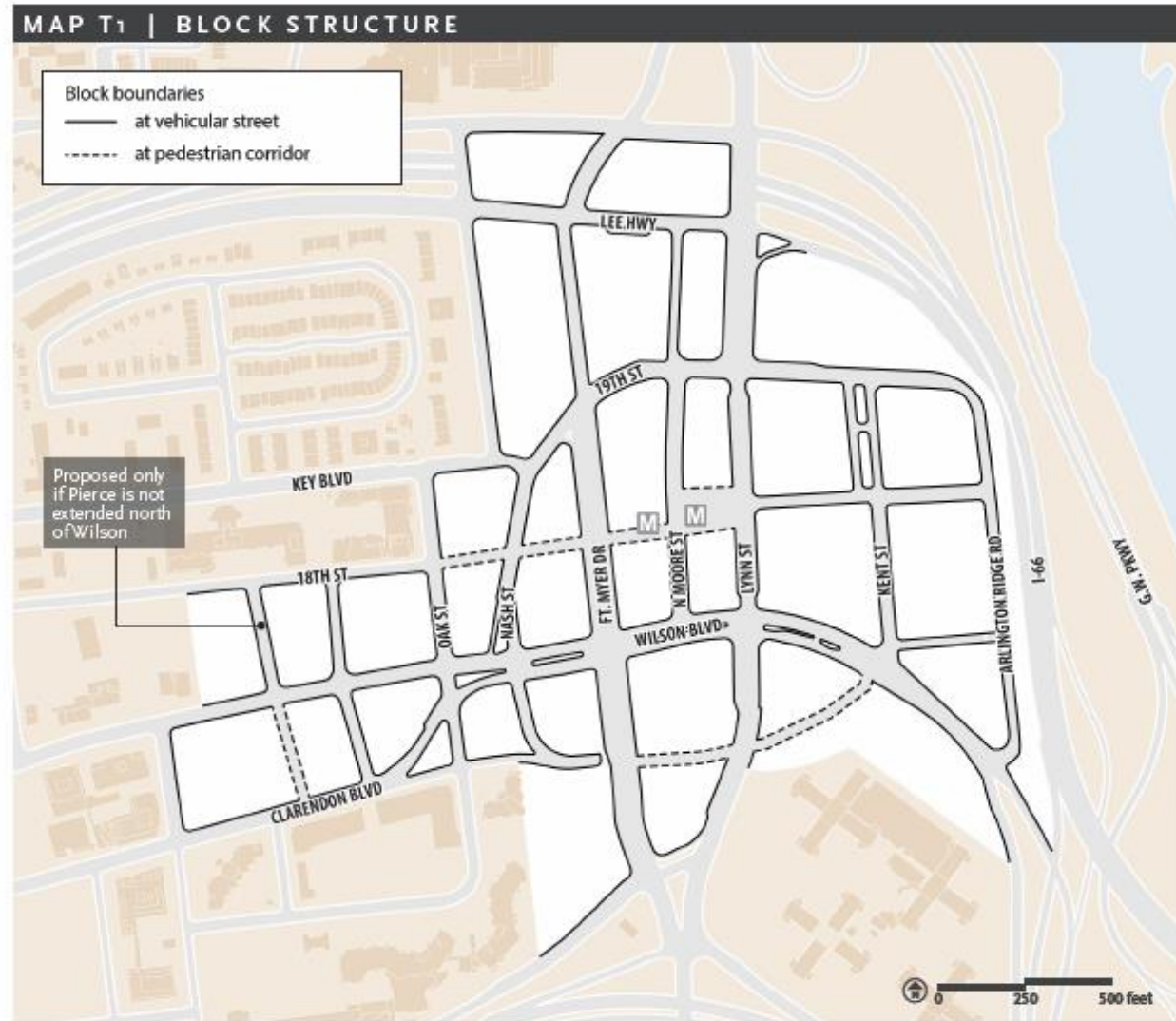


High quality public spaces from Rosslyn’s core to its Potomac edge will come alive with a wide variety of people.

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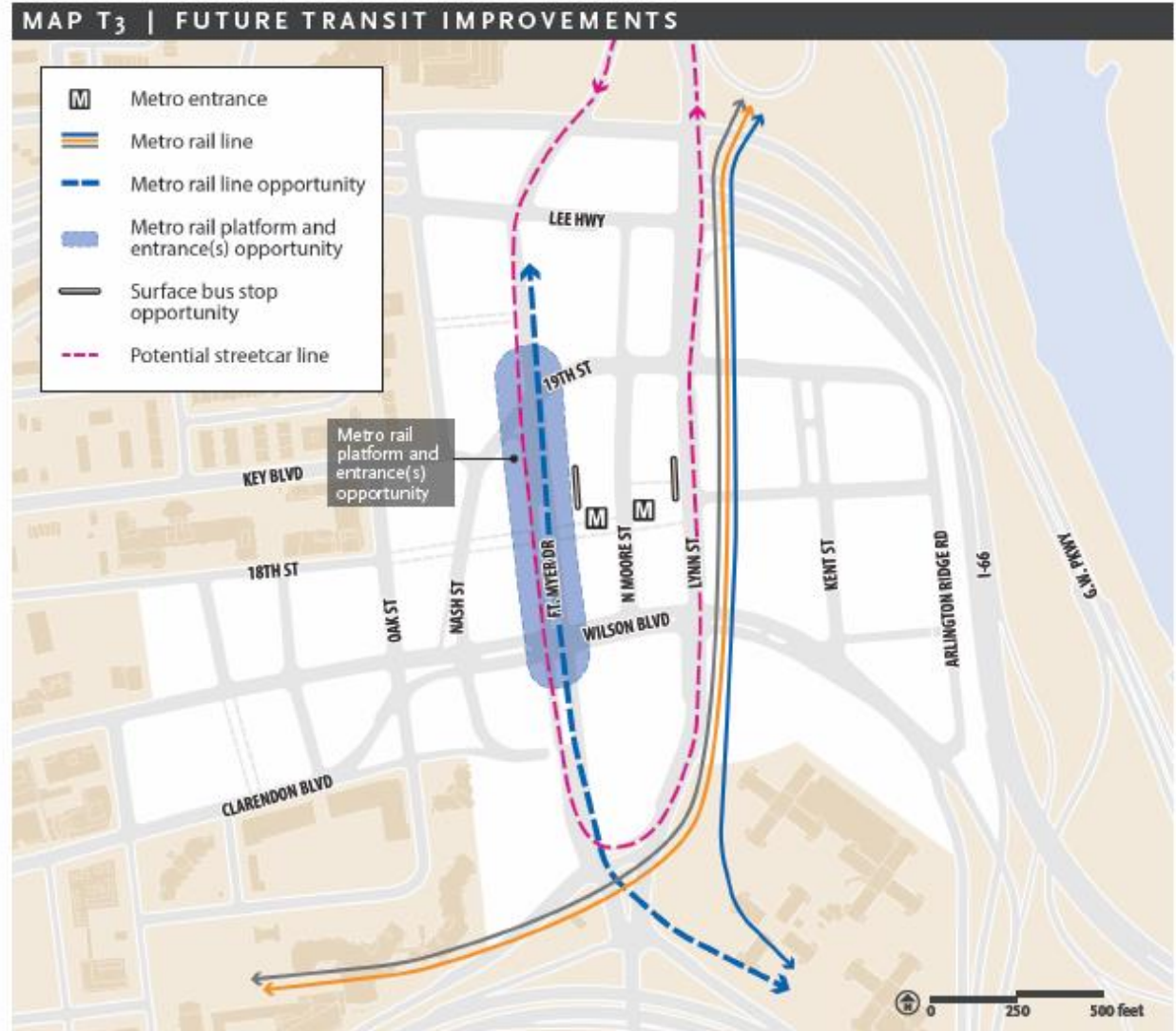
## KEY ITEMS

- Refined street grid
- 18<sup>th</sup> Street Extension
- 2-way traffic/  
remove tunnel
- Second Metro Station
- Enhanced bus service
- Right-sized sidewalks
- Bicycle facilities



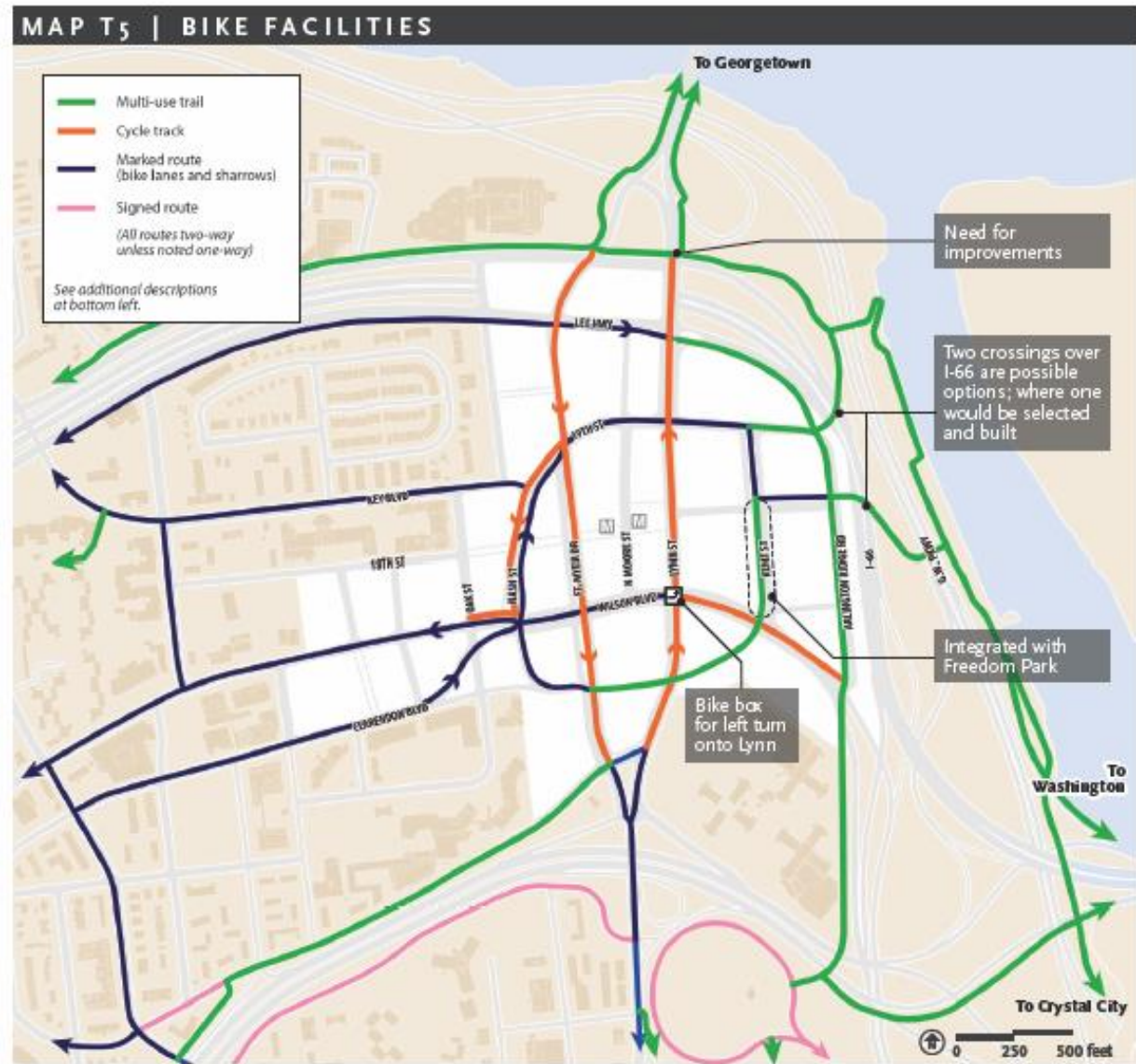
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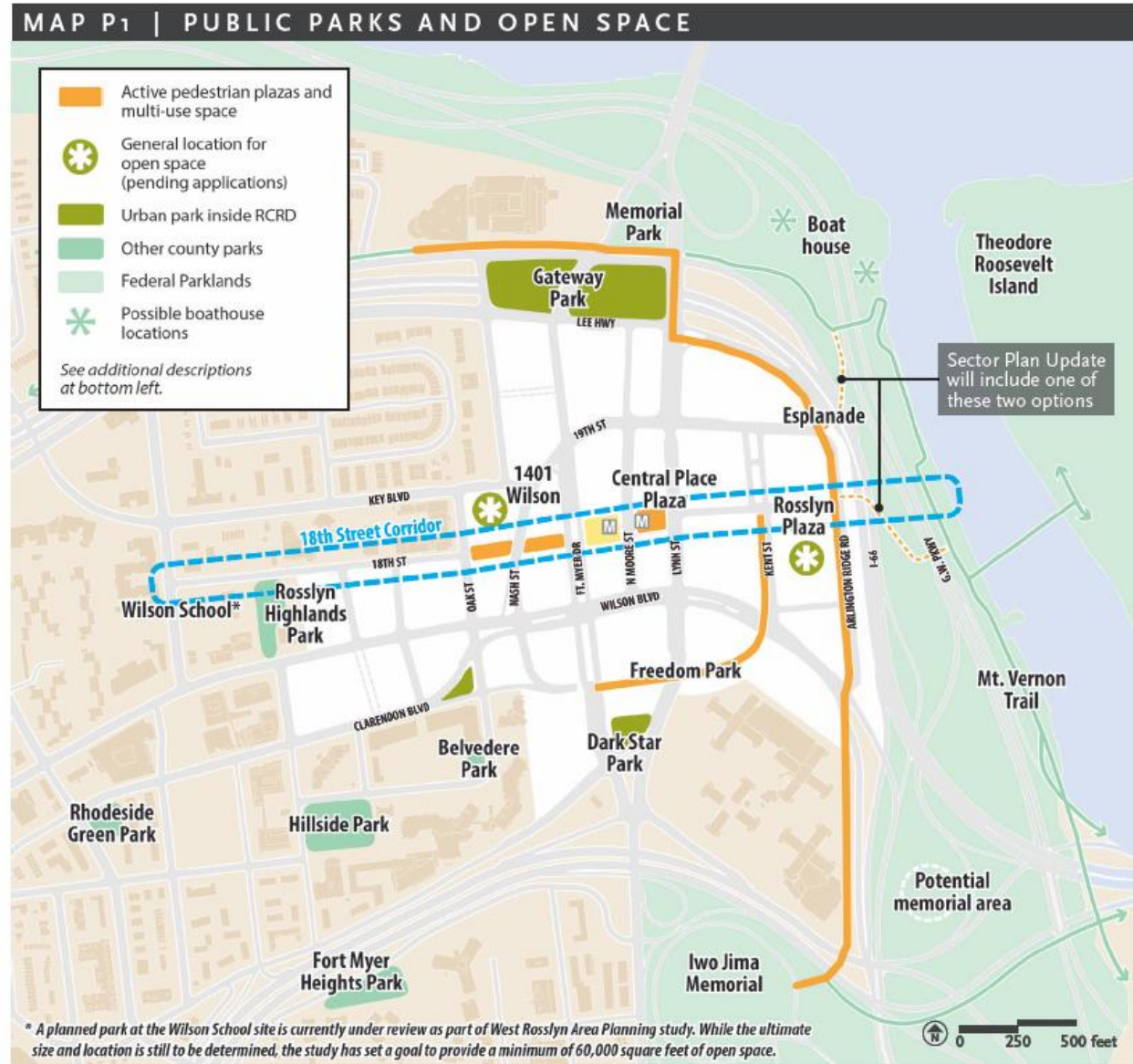
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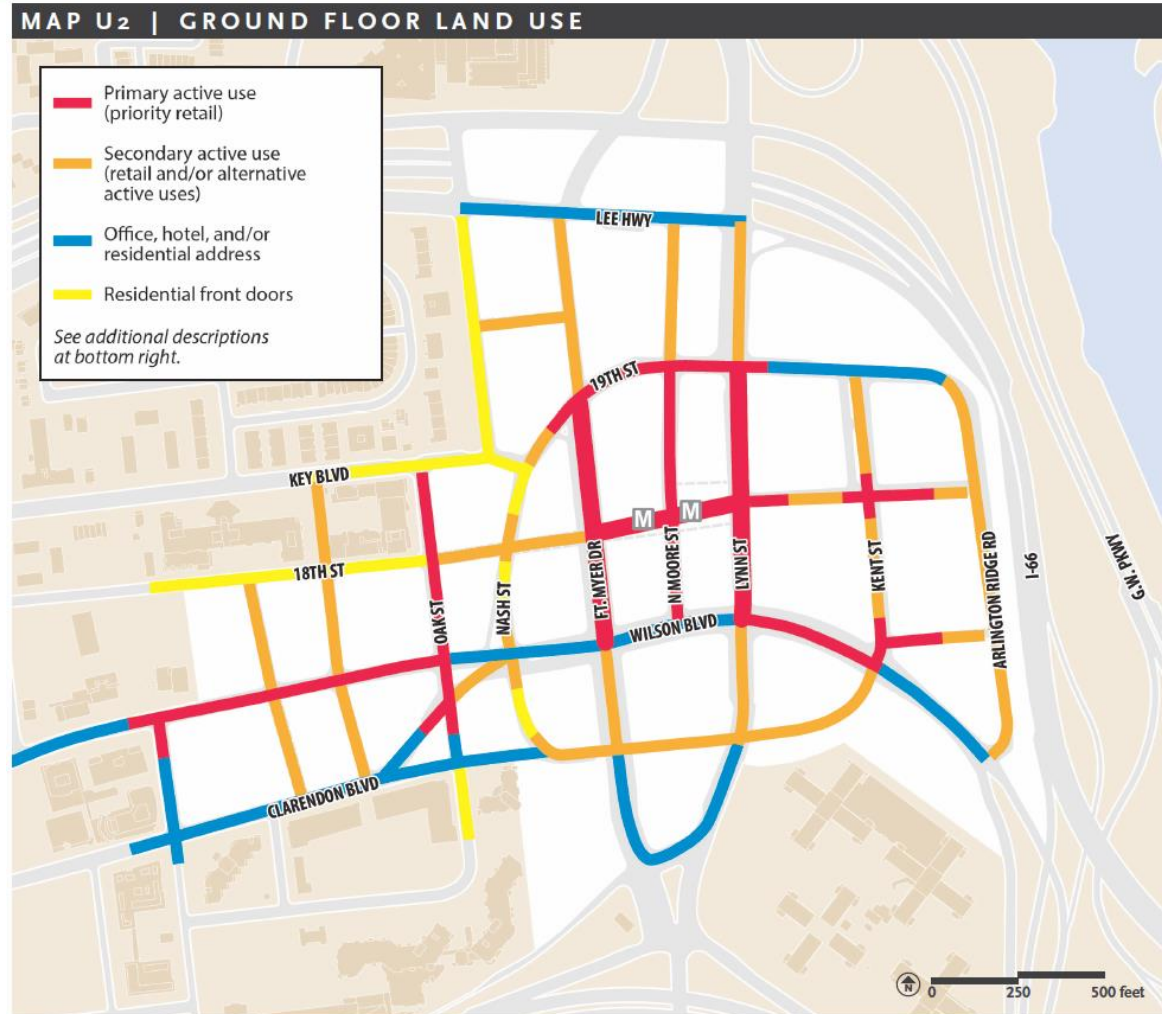
## KEY ITEMS

- The Esplanade
- 18<sup>th</sup> Street Extension
- Freedom Park
- Gateway Park
- Boathouse
- Lively, diverse program
- Civic/passive leisure



## KEY ITEMS

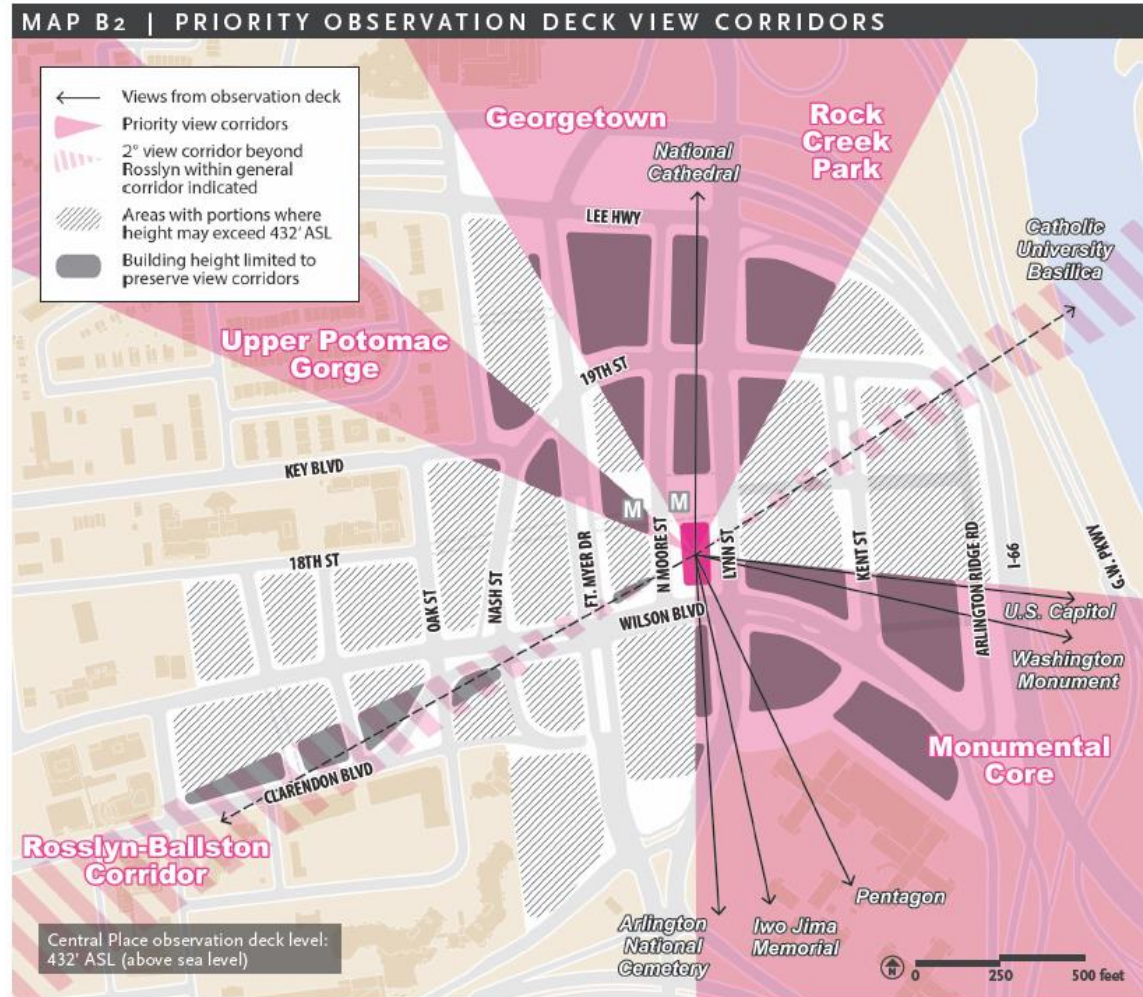
- More housing
- Strategically focus retail and non-retail active frontages
- Human scale architecture/design
- Sensitive transitions
- Improved streetscapes
- Green building strategies
- Work toward district energy

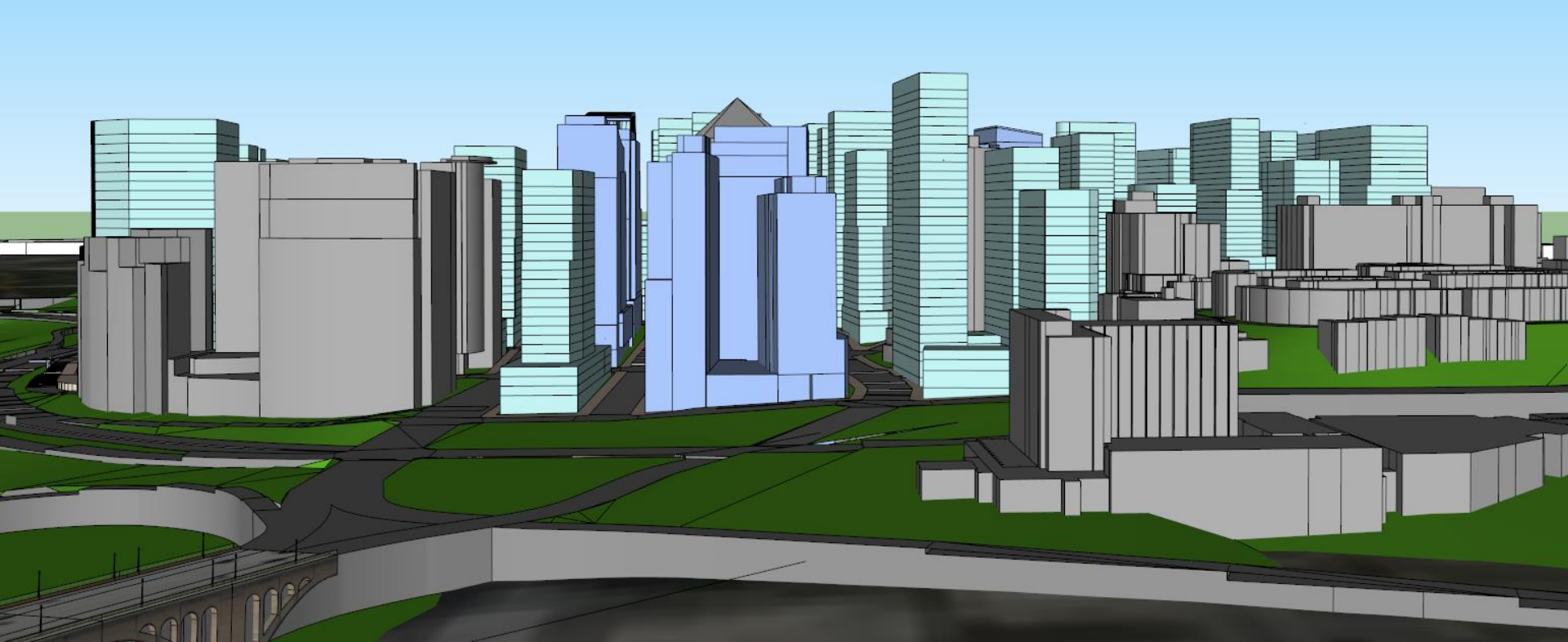


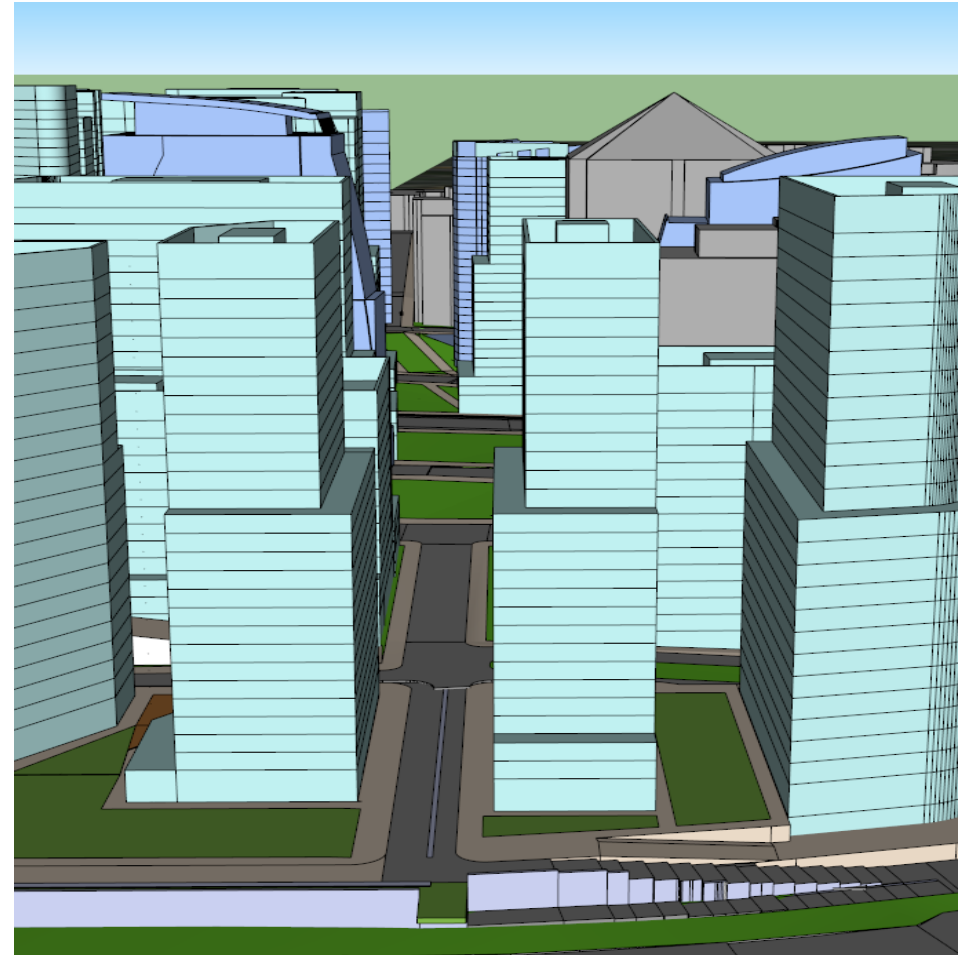
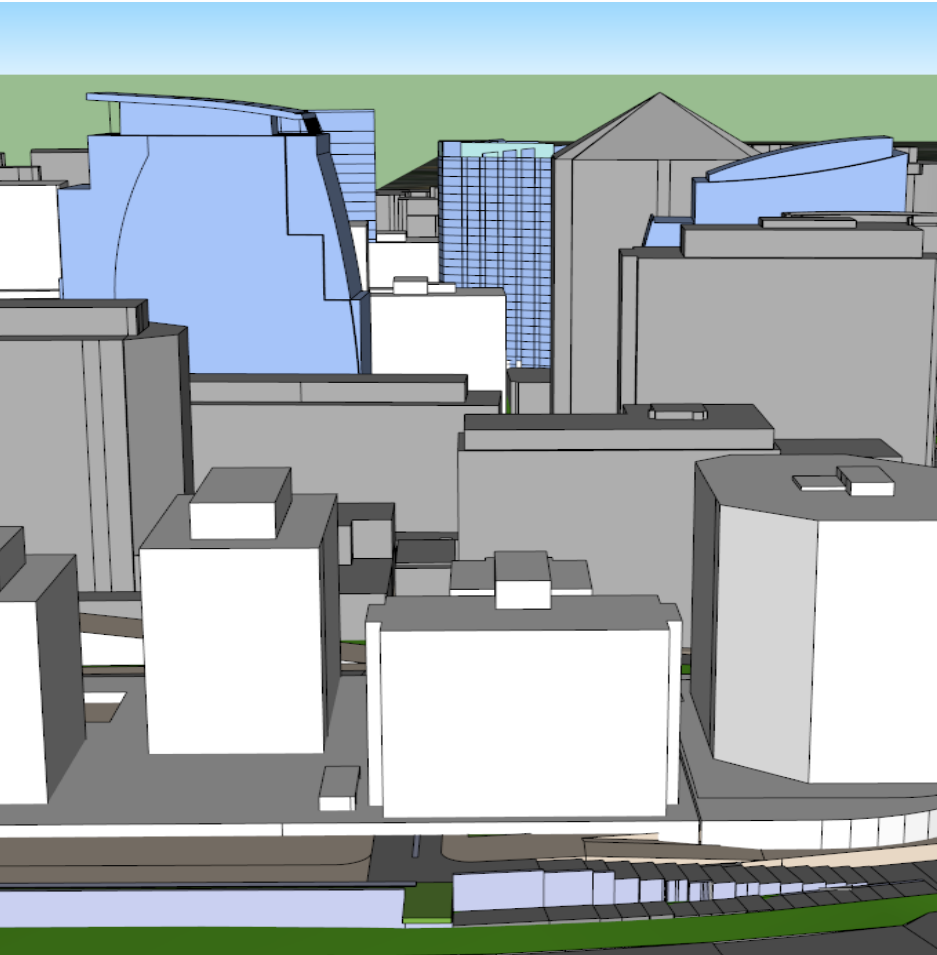


## KEY ITEMS

- New building heights policy w/ varied heights
- Sensitive edge transitions
- Observation deck view corridors
- Ground level view corridors
- More refined architecture, design treatments
- Prioritize community benefits

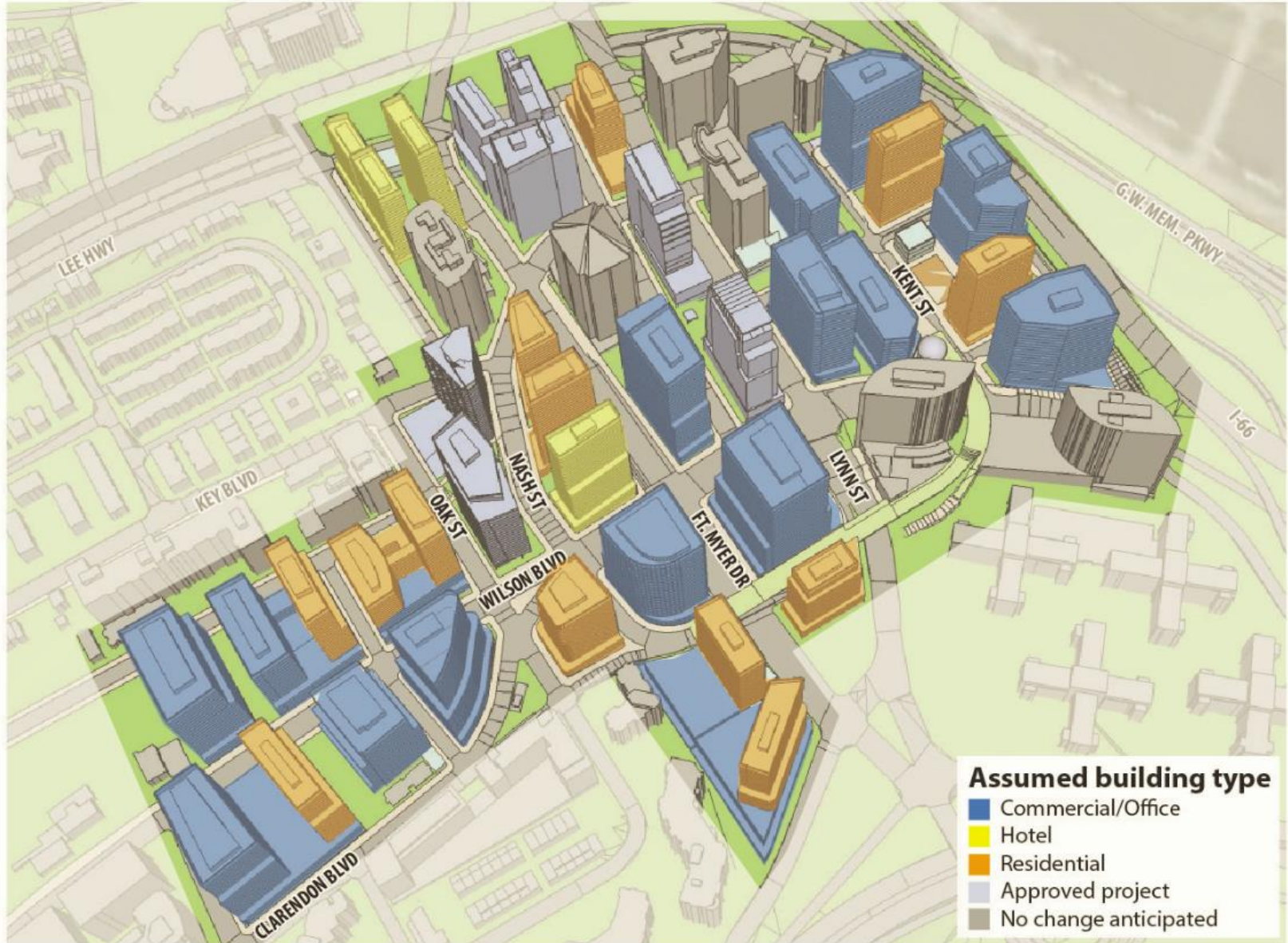






*18<sup>th</sup> Street corridor; before/after*

# Building Form and Height Policy Directives



- **Realize Rosslyn website**  
(from which the adopted Rosslyn Plan Framework can be accessed):  
[www.arlingtonva.us/rosslyn](http://www.arlingtonva.us/rosslyn)
- **Contact:**  
Project Manager:  
Anthony Fusarelli, Jr., AICP  
703-228-3548  
[afusarelli@arlingtonva.us](mailto:afusarelli@arlingtonva.us)