

## DEPARTMENT OF PLANNING AND ZONING

**DATE:** February 6, 2023

**TO:** Beauregard Design Advisory Committee (BDAC)

**FROM:** Planning Staff

**SUBJECT:** DSUP #2022-10017 The Rutherford

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### SUMMARY OF PROPOSAL

The applicant, Mark Center Residential, LLC, submitted plans (DSUP#2022-10017) for The Rutherford, formerly known as the Hilton Multifamily project, located at 5000 Seminary Road behind the existing Hilton Hotel. Staff finds the proposal for a 367-unit multifamily building is generally in conformance with the Beauregard Small Area Plan, with some reasonable modification requests, as outlined below.

In addition to the Development Special Use Permit, the project requests include Special Use Permits (SUP) (SUP#2022-00097) for a parking reduction, a penthouse to exceed 15' in height limit, a Coordinated Sign Plan, and a Transportation Management Plan.

As the Mark Center neighborhood is largely constructed, BDAC review will be per Condition 15 of the amended CDD#2021-00001:

The portion of the Beauregard Design Guidelines pertaining to building design shall apply to new buildings, additions and significant renovations in CDD#4 for which a Development Special Use Permit (DSUP) is filed. The Beauregard Design Advisory Committee (BDAC) shall review the building design at such time that a preliminary DSUP is filed with the City. (P&Z)

The applicant presented the project to BDAC on September 26, 2022, October 24, 2022, and December 5, 2022. Since the conceptual submission, the applicant has continued to finalize the vision for the architecture, site plan, and landscaping.

### SUMMARY OF DISCUSSIONS

At the September 26, 2022 and October 24, 2022 meetings, staff and members of BDAC were supportive overall of the proposal direction, and requested further refinement to the design along the following themes:

- Create two primary buildings, each with its own distinct architectural character with a link that is clearly subsidiary to the two primary forms, including changes in height and building materials

- Refine the design of the entrance and drive court to appear more as a welcoming formal entrance, and less like a utilitarian parking area
- Additional articulation and detail to the building frontage along Mark Center Avenue, adjacent to the new bus bays

Most of the above concerns were addressed at the December 5, 2022 meeting. Before returning for a vote in 2023, BDAC asked the applicant to improve the garage screening, revise the color palette to increase differentiation, and continue to refine the links between the two buildings. Staff has reviewed the presentation materials for the February 6, 2023 meeting and believes the modifications sufficiently address concerns by staff and the Committee.

Staff is supportive of the project and the requested SUPs, and find it meets the Beauregard Urban Design Standards and Guidelines, or has provided a reasonable explanation where a modification has been requested, as noted below. Some highlights include:

- Underground parking- The substantial change in grade made it difficult to have all levels of parking fully underground. The applicant has substantially met this requirement with a bottom floor completely underground, one floor of parking below average finished grade and one floor of parking above average finished grade. The above-ground parking is fully screened along the public rights-of-way and includes decorative screening where exterior venting is needed.
- Urban and Building Design- The applicant has broken up the mass and height of the building by incorporating a variety of design elements that make the building appear as two buildings linked together by hyphens.
- CDD#4- The project is consistent with the amendments approved to CDD#4 (CDD#2021-00001) in October 2021 to allow for multifamily residential use on the property.
- Streets- The applicant is not proposing any new public streets with this application. Staff will continue to work with the applicant as the designs are refined for new bus bays along Mark Center Avenue, as part of the West End Transitway.
- Consideration of Transit and Street Design- While Mark Center Avenue seemed like the natural location for the building entrance, topography and the new transit improvements along the avenue made an entrance there infeasible. The proposed entrance at Mark Center Drive allows both for better function of transit in this area and for a high-quality building design that reads as two buildings.

#### *Design Standard and Guideline Variations*

BDAC's review of the Beauregard Urban Design Standards and Guidelines ensure new development is of high-quality design, however, deviations may be reasonable for each specific project. Staff has worked with the applicant and finds that the proposed plans and the variations to the guidelines and standards are justified, and that the proposal meets city objectives and policies expressed through these documents.

- Staff supports the applicant's request to not meet guideline 3.d.ii(1) recommending community function space at the site, given site grade and the new bus bays on the Mark Center Ave frontage.

- The substantial change in grade throughout the site made it infeasible for the applicant to meet the design standard for the finished floor height of the ground floor residential space, per section 4.f.i(1).
- Staff supports the modifications the applicant has requested for signage height and illumination per sections 5.b.i(6)(c) because most of the signage faces commercial properties. Staff also supports the proposed monument signs per section 5.b.i.(9) as they are the best option for visibility at this location, given the multiple long frontages, while also consistent with other signage in this area.
- Staff supports the modification from the design standard per section 6.c.i to allow for a small surface parking lot as a short-term parking area for new residents, delivery drivers, and similar uses. The applicant has worked closely with staff and BDAC to design an inviting entrance and motor court.

## NEXT STEPS

At the February 6, 2023, BDAC meeting, the applicant will present the requested modifications for consideration and requests a vote by BDAC. If the requested revisions are supported by BDAC, the applicant's proposal will continue to advance to Planning Commission and City Council for consideration at the May hearings.

For the reasons above and others discussed at prior meetings, staff recommends that the Beauregard Design Advisory Committee recommend approval of the proposal to Planning Commission and City Council.

5000 SEMINARY ROAD LOT 502  
THE RUTHERFORD AT MARK CENTER  
MULTIFAMILY DEVELOPMENT

**BDAC MEETING #4**





# FOLLOW UP DETAILS

- ❖ USE OF OPEN SPACE
- ❖ SITE LIGHTING PLAN
- ❖ GARAGE OPENINGS
- ❖ BUILDING COLOR REFINEMENTS
- ❖ SIGN ILLUMINATION
- ❖ NIGHT RENDERINGS

BDAC #3



REVISED

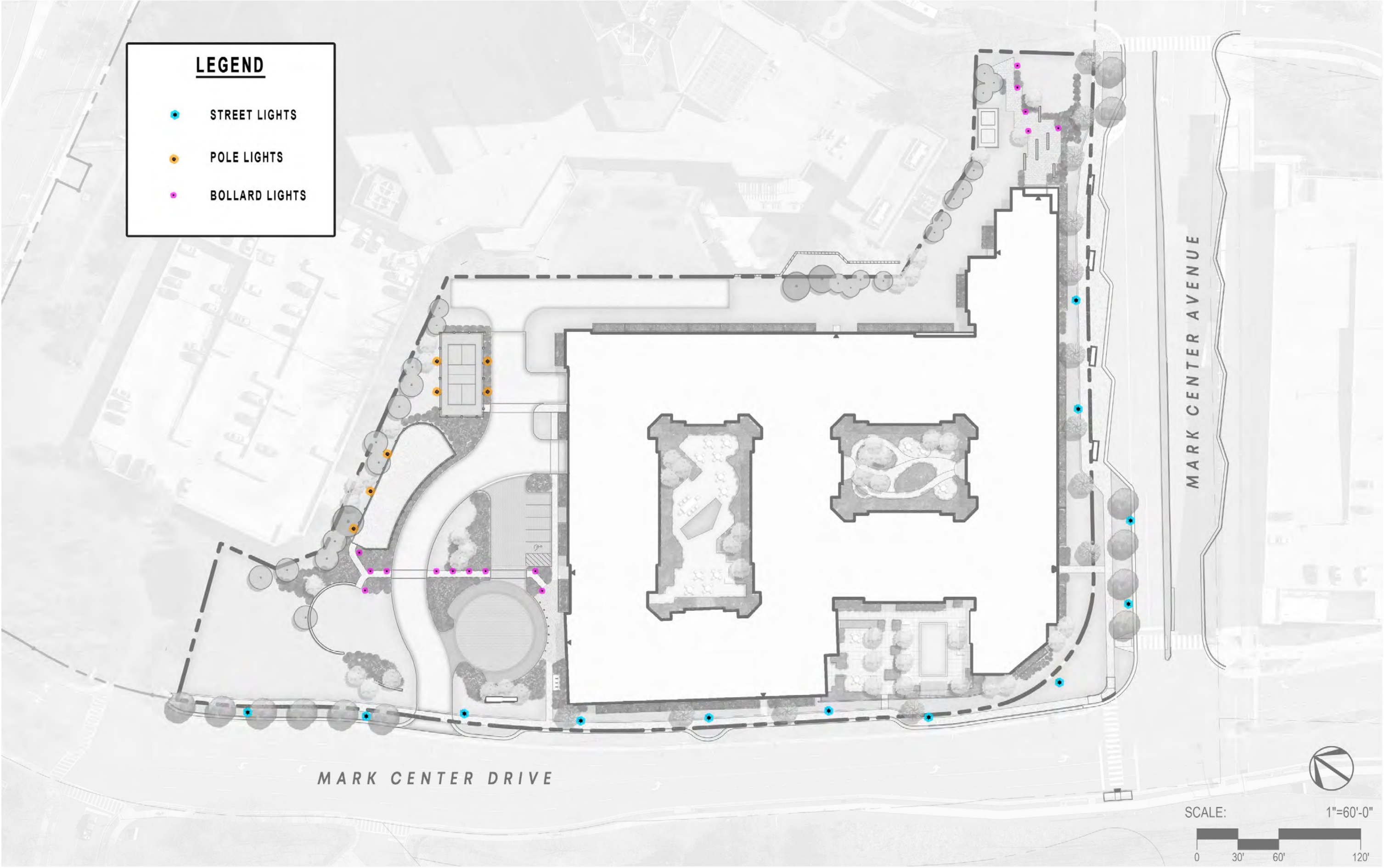




- 1 - ADDED PICKLEBALL COURT, RELOCATED DOG PARK
- 2 - ADDED FENCE AT MARK CENTER AVENUE ENTRY AREA
- 3 - ELIMINATE GARAGE SCREENING FACING THE HOTEL

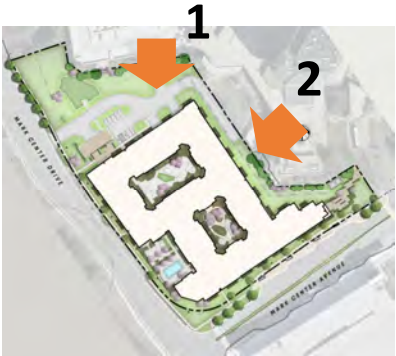








1 - INTERIOR SITE VIEW



GARAGE METAL SCREEN – OPTION B



GARAGE METAL SCREEN – OPTION A

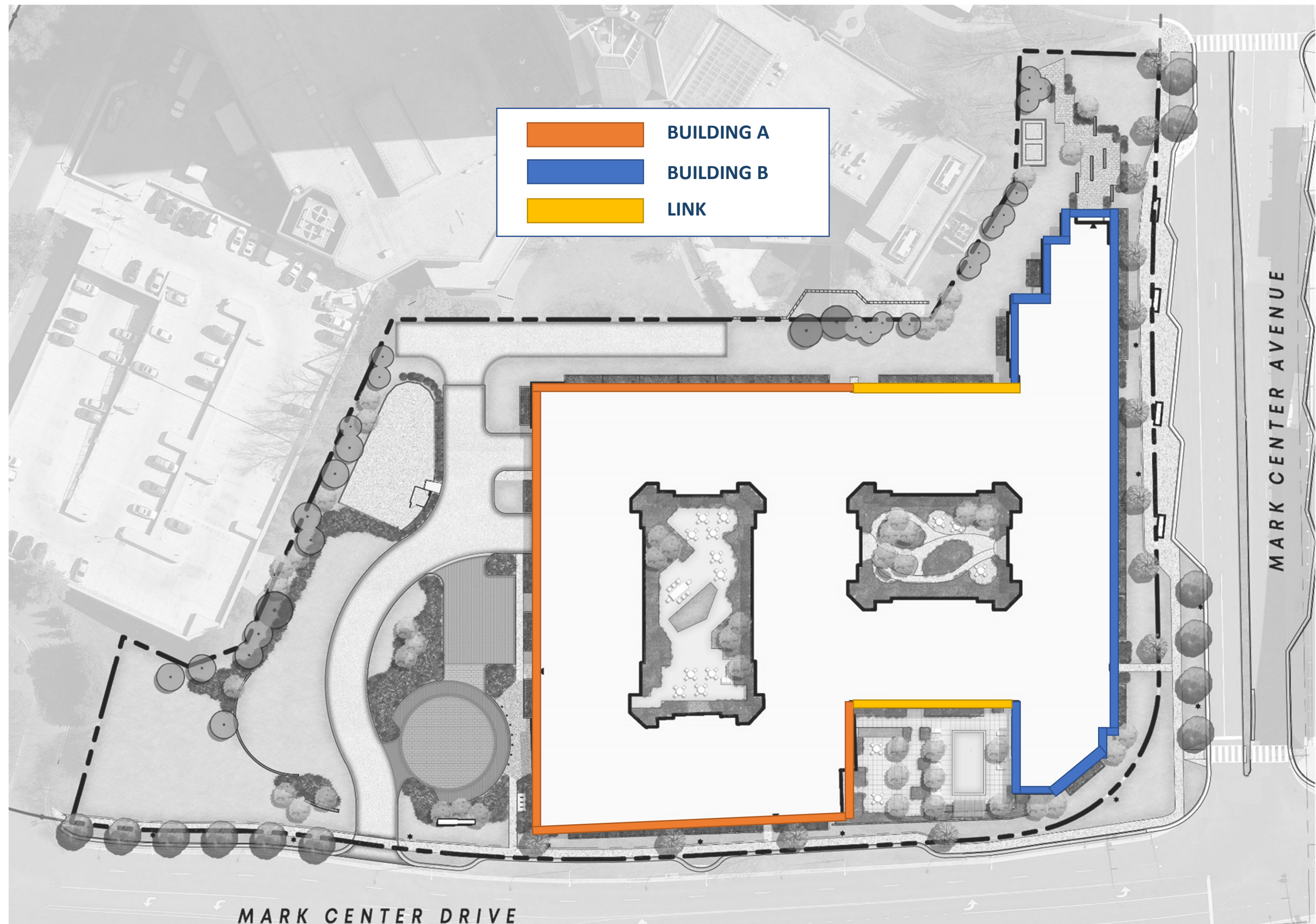


2 - VIEW FROM HOTEL

5000 SEMINARY ROAD LOT 502 CITY OF ALEXANDRIA

GARAGE OPENINGS







**BUILDING A**



**LINK**



**BUILDING B**







1



EXTERIOR MATERIALS KEY

B1	BRICK, COLOR RED
B2	BRICK, COLOR LIGHT BROWN (WARM SHADE)
B3	BRICK, COLOR LIGHT GRAY (COOL SHADE)
B4	BRICK, COLOR GRAY (COOL SHADE)
FC1	FIBER CEMENT BOARD PANELING, COLOR DARK BROWN
FC2	FIBER CEMENT BOARD PANELING, COLOR LIGHT BROWN
FC3	FIBER CEMENT BOARD PANELING, COLOR LIGHT GRAY
FC4	FIBER CEMENT BOARD PANELING, COLOR DARK GRAY
FC5	FIBER CEMENT BOARD PANELING, COLOR OFF-WHITE
MP1	METAL PANEL CLADDING, COLOR LIGHT GRAY
MP2	METAL PANEL CLADDING, COLOR BRONZE
AB1	ARCHITECTURAL BLOCK, COLOR DARK BROWN, SPLIT FACE FINISH
AB2	ARCHITECTURAL BLOCK, COLOR LIGHT BROWN, SMOOTH FINISH
M1	ARCHITECTURAL METAL RAILING, COLOR LIGHT GRAY
M2	PREFAB METAL CANOPY, COLOR BRONZE
V1	VINYL WINDOWS, COLOR BRONZE/LIGHT BROWN



1 - VIEW FROM MARK CENTER DRIVE TO ENTRANCE





2 - VIEW FROM MARK CENTER DRIVE



3 - VIEW MARK CENTER DRIVE AND MARK CENTER AVENUE

5000 SEMINARY ROAD LOT 502 CITY OF ALEXANDRIA





4 -VIEW FROM MARK CENTER AVENUE

#### BUILDING B



EXTERIOR MATERIALS KEY	
B1	BRICK, COLOR RED
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M2	PREFAB METAL CANOPY, COLOR BRONZE
V1	VINYL WINDOWS, COLOR BRONZE/LIGHT BROWN



5 - VIEW FROM MARK CENTER AVENUE



N



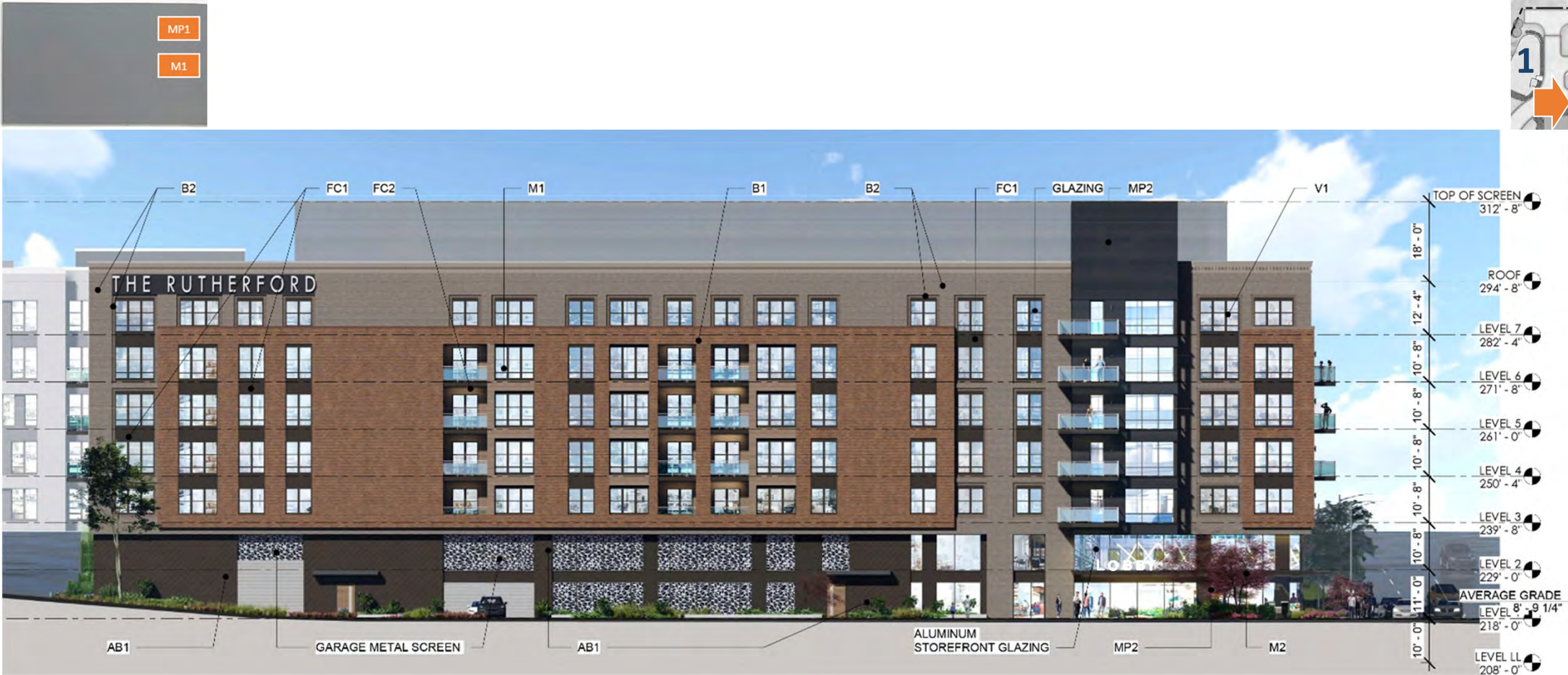
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5





EXTERIOR MATERIALS KEY	
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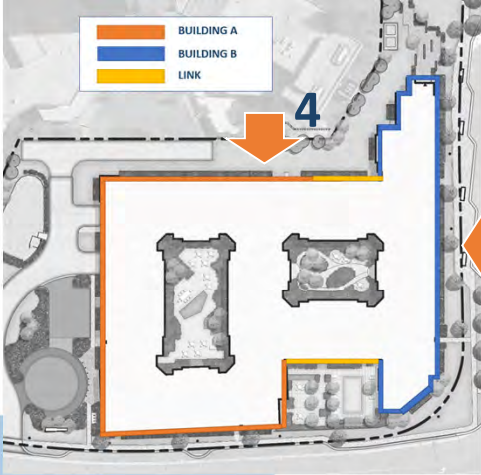


ELEVATION 1 – INTERIOR SITE VIEW



ELEVATION 2 – MARK CENTER DRIVE





EXTERIOR MATERIALS KEY	
B1	BRICK, COLOR RED
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M2	PREFAB METAL CANOPY, COLOR BRONZE
V1	VINYL WINDOWS, COLOR BRONZE/LIGHT BROWN



ELEVATION 4 – INTERIOR SITE VIEW



ELEVATION 3 – MARK CENTER AVENUE













**QUESTIONS ?**





**dc**s  
DESIGN

8614 Westwood Center Drive  
Tysons, VA 22182  
+1 703 556 9275  
[dcsdesign.com](http://dcsdesign.com)



# Agenda

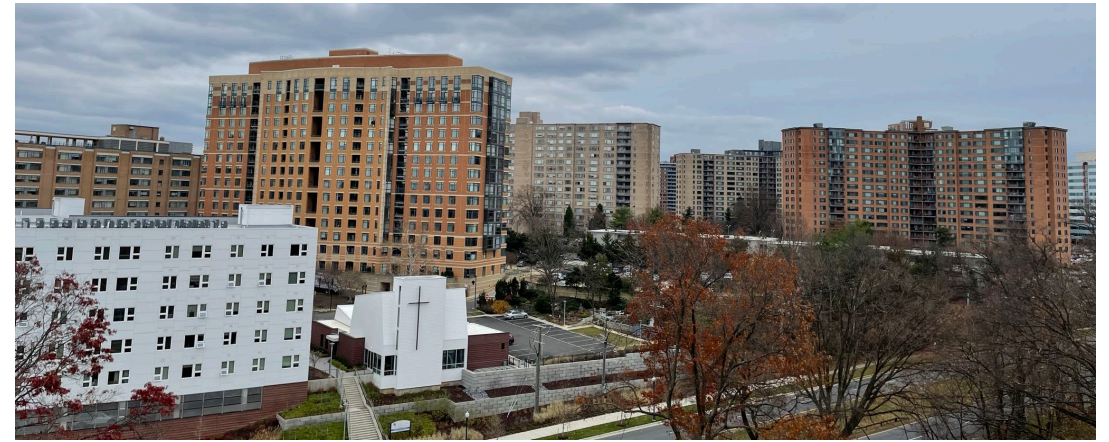
## 01. Project Overview

- Why plan?
- Area and Context
- Process

## 02. Phase 1 Summary

- Outreach
- What We've Heard
- Comments from the last BDAC meeting

## 03. Discussion





# Why Plan?

- Update 1992 Alexandria West and 2012 Beauregard Small Area Plans
- Plan for the changing future together
- Understand the needs of diverse residents
- Address housing affordability proactively
- Plan for local and regional market pressures
- Implement new city policies



# Alex West Plan Area



# Alex West Plan Area



**1260  
ACRES**

Eisenhower West  
SAP



620  
ACRES

Eisenhower East  
SAP



240  
ACRES

Arlandria - Chirilagua  
SAP



230  
ACRES

**19%**  
of city's  
population

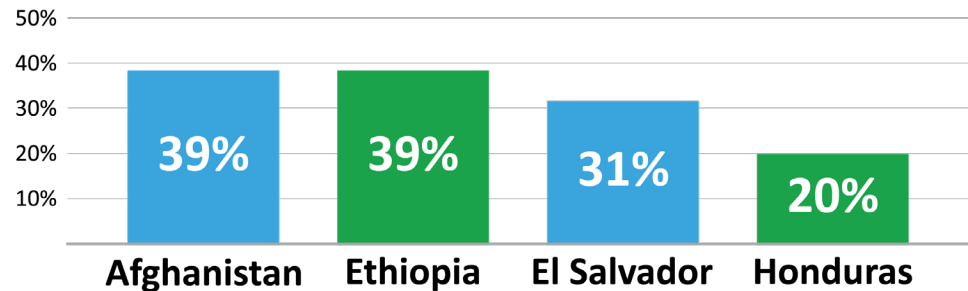


**45%**  
essential  
workers

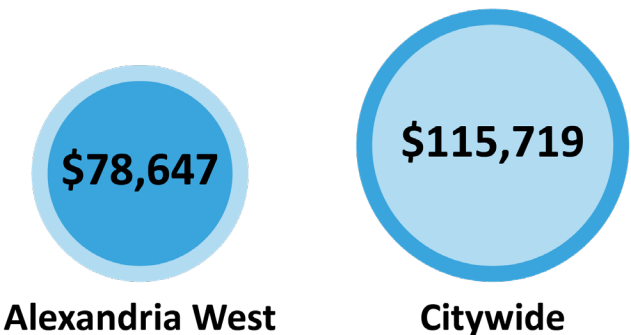


# Demographic Context

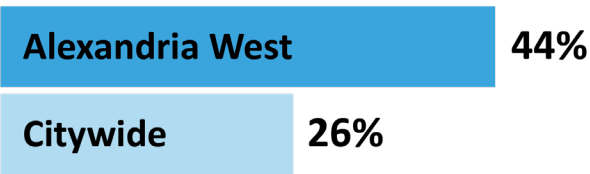
Percent Share of City's Foreign Born Population  
From Highly Represented Countries



Median Household Income



Foreign Born



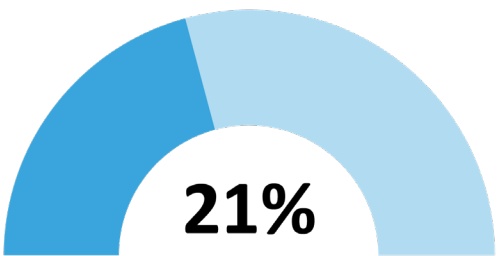
0-19 Years Old



Bachelor's Degree



Population with Limited  
English Proficiency



Data Source: 2020 American Community Survey 5-year Estimates



# Housing Context

97%

**Almost all renter households with incomes less than \$50,000 are housing cost burdened.**

71%

**Majority of homeowner households with incomes less than \$75,000 are housing cost burdened.**

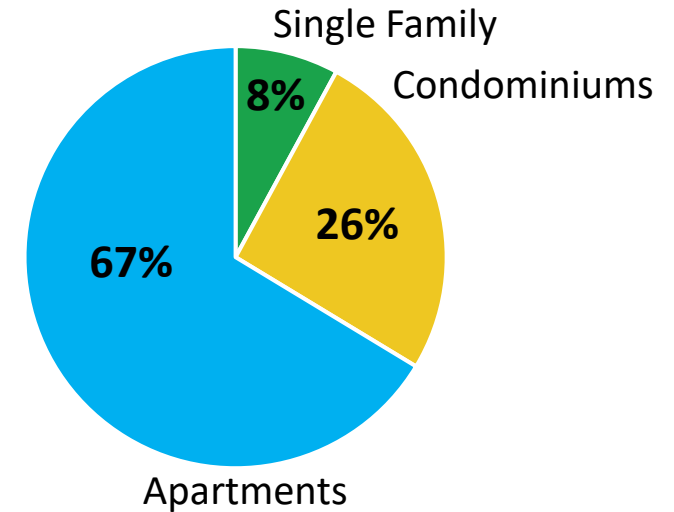
*Housing cost burden is defined as spending more than 30% of household income on housing-related costs at the expense of other essential needs.*

15-20%

**15-20% of all rental units are estimated currently to be market affordable.**

*Market affordable units are naturally affordable at up to 60% of the area median income (\$60k - \$85,000 for a household of 1-4). Minor increases in rents can make these units un-affordable.*

## Housing Mix



**Average Rent (including utilities) for a 2-Bedroom Unit**

**~\$2,400+/month**



**Minimum Household Annual Income Needed to Afford a 2-Bedroom Unit**

**~\$96,000/year**

**Data Sources:** 2020 American Community Survey 5-year Estimates, US Census Bureau. 2022 CoStar. 2022 Office of Housing, City of Alexandria

# Process *(Working draft – subject to change)*



# Phase One Outreach Summary

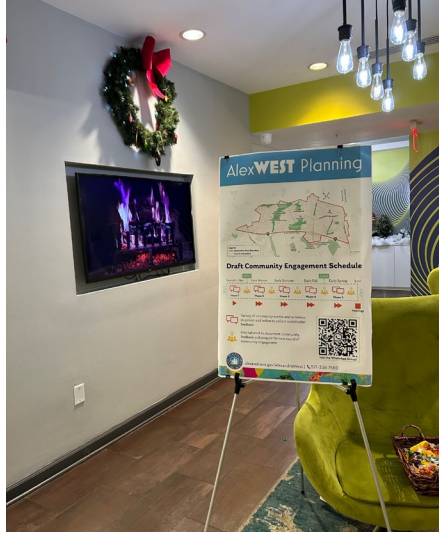
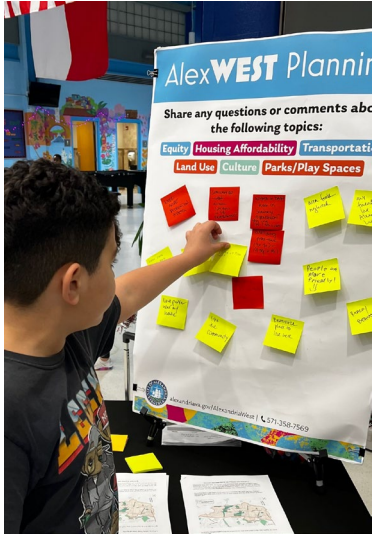
## Organizations we've met with/are meeting with:



1. Act for Alexandria
2. African Communities Together
3. AHDC
4. Alexandria Federation of Civic Associations
5. Alive!
6. ARHA
7. Arlington County Planning
8. BethelVA Episcopal Church
9. Cameron Station Civic Association
10. Church of the Resurrection
11. Concerned Citizens Network of Alexandria (CCNA)
12. Fairfax County Planning
13. Fairlington Civic Association
14. Fresh Start Refugee
15. Gables (Curve 6100)
16. Goodwin Living
17. Legal Aid Justice Center
18. Mark Center Offices
19. NoVA RAFT
20. NVCC
21. Seminary Hill Association
22. Seminary West Civic Association
23. Senior Services of Alexandria
24. Southern Towers United Association
25. St. James United Methodist Church
26. Tenants and Workers United
27. Unite Here
28. West End Business Association
29. West End Coalition
30. YIMBYs of Northern Virginia



## What We've Heard



### Community Pop-Ups:

- Need for more gathering places/community rooms
- Need for more playspaces
- Rent increases and displacement
- Traffic and parking

### Community Poll Responses:

- 970 polls completed (4 languages, mix of printed/online)

### Themes:

- Housing affordability and fear of displacement
- Traffic, safety + mobility
- Community services and retail
- Public open space and connections
- Neighborhood safety and crime

# Comments from the last BDAC Meeting

- Future of Beauregard Small Area Plan
- Role of BDAC in the Alexandria West planning process
- Future of BDAC
  - With new plan adoption
  - Will boundaries and purview change to include new Alexandria West plan

Comments, Questions + Discussion



# 100+ acres of parks

**1** 47 acres  
Dora Kelley Nature Park

**2** 44 acres  
Winkler Preserve

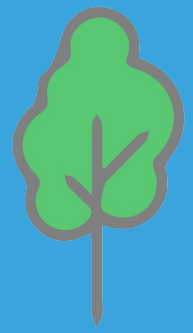
**3** 9 acres  
Rynex Natural Area

**4** 8 acres  
Holmes Run Scenic Easement

**5** 8 acres  
Chambliss Park

**6** 3 acres  
James Mulligan Park

**7** 3 acres  
Stonegate Scenic Easement



**37%**  
tree canopy vs.  
31% citywide



OVER FIFTY MEDICAL  
OFFICE SPACES



TWO MAJOR CITY  
HEALTH AND  
SOCIAL SERVICES HUBS



THREE MILLION SF OF OFFICE  
SPACE 83% OF WHICH IS  
CLASS B OR C



14,000 STUDENTS  
ENROLLED AT NVCC





# Q+A

**Project Webpage:**

<https://www.alexandriava.gov/AlexandriaWest>

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703-850-9324 (Cell)  
Richard.Lawrence@alexandriava.gov

# AlexWEST