



eisenhower east

a blueprint for a complete community

Adopted by Ordinance #5272 - March 14, 2020



CITY OF ALEXANDRIA, VA

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PLANNING AND ZONING

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Carrie Beach, Division Chief - Robert Kerns, Division Chief - Tony LaColla, Division Chief
Jose Carlos Ayala, Urban Planner - Katherine Carraway, Urban Planner - William Cook, Urban Planner -
Nathan Imm, Principal Planner - Richard Jean-Baptiste, Urban Planner - Sierra Latham, Urban Planner
Shaun Smith, Urban Planner - David Wooden, Urban Planner

OFFICE OF HOUSING

Helen McIlvaine, Director - Eric Keeler, Deputy Director - Tamara Jovovic, Housing Program Manager

RECREATION, PARKS AND CULTURAL ACTIVITIES

Jack Browand, Division Chief - Dana Wedeles, Principal Planner

TRANSPORTATION AND ENVIRONMENTAL SERVICES

Yon Lambert, Director - Hillary Orr, Deputy Director
Bob Garbacz, Division Chief - Lalit Sharma, Division Chief - Christopher Ziemann, Division Chief
Alexandria Carroll, Urban Planner - Erin Bevis-Carver, Civil Engineer
Ryan Knight, Civil Engineer - Melanie Mason, Principal Planner - Christine Mayeur, Principal Planner
Megan Oleynik, Urban Planner

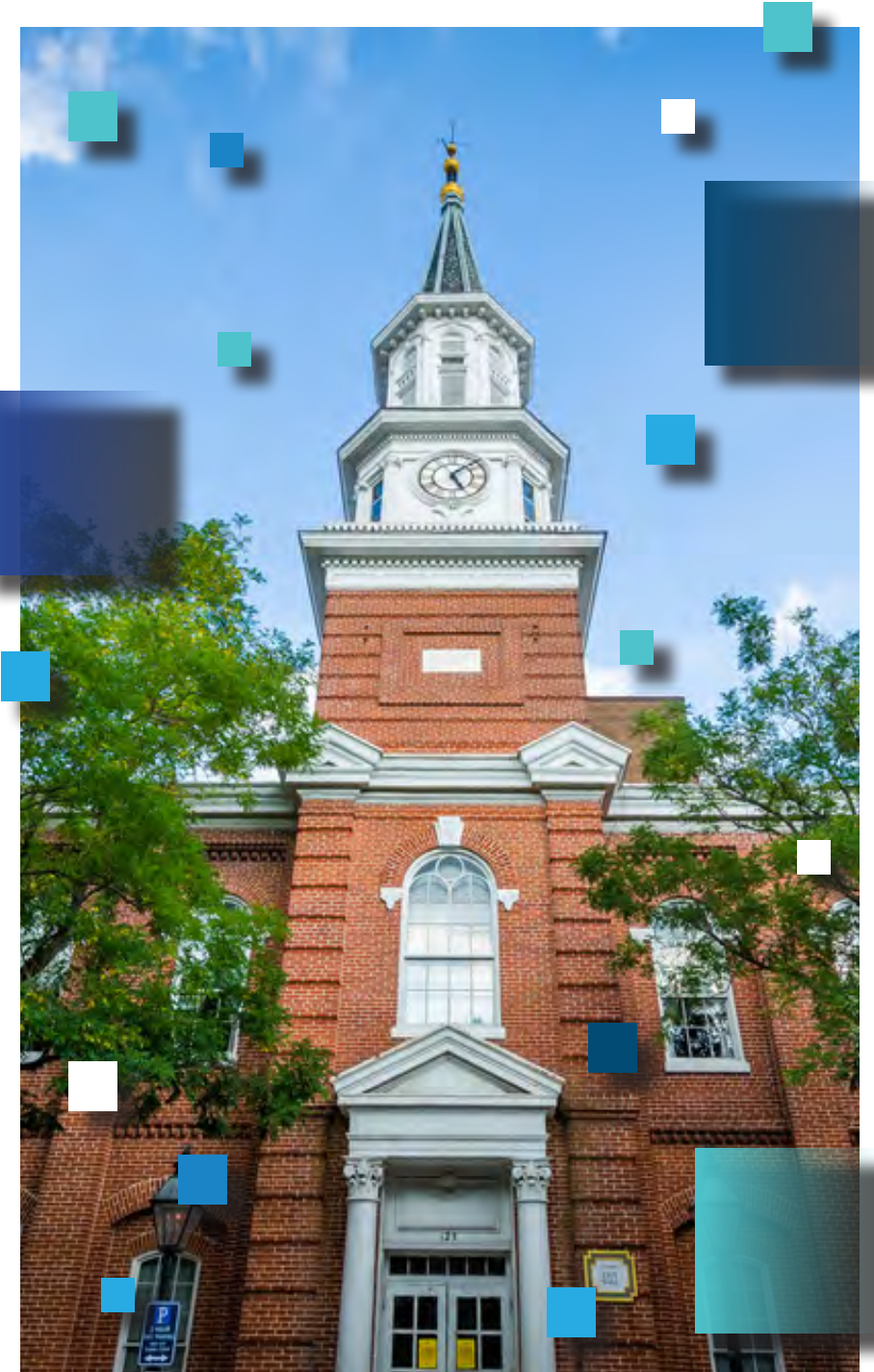


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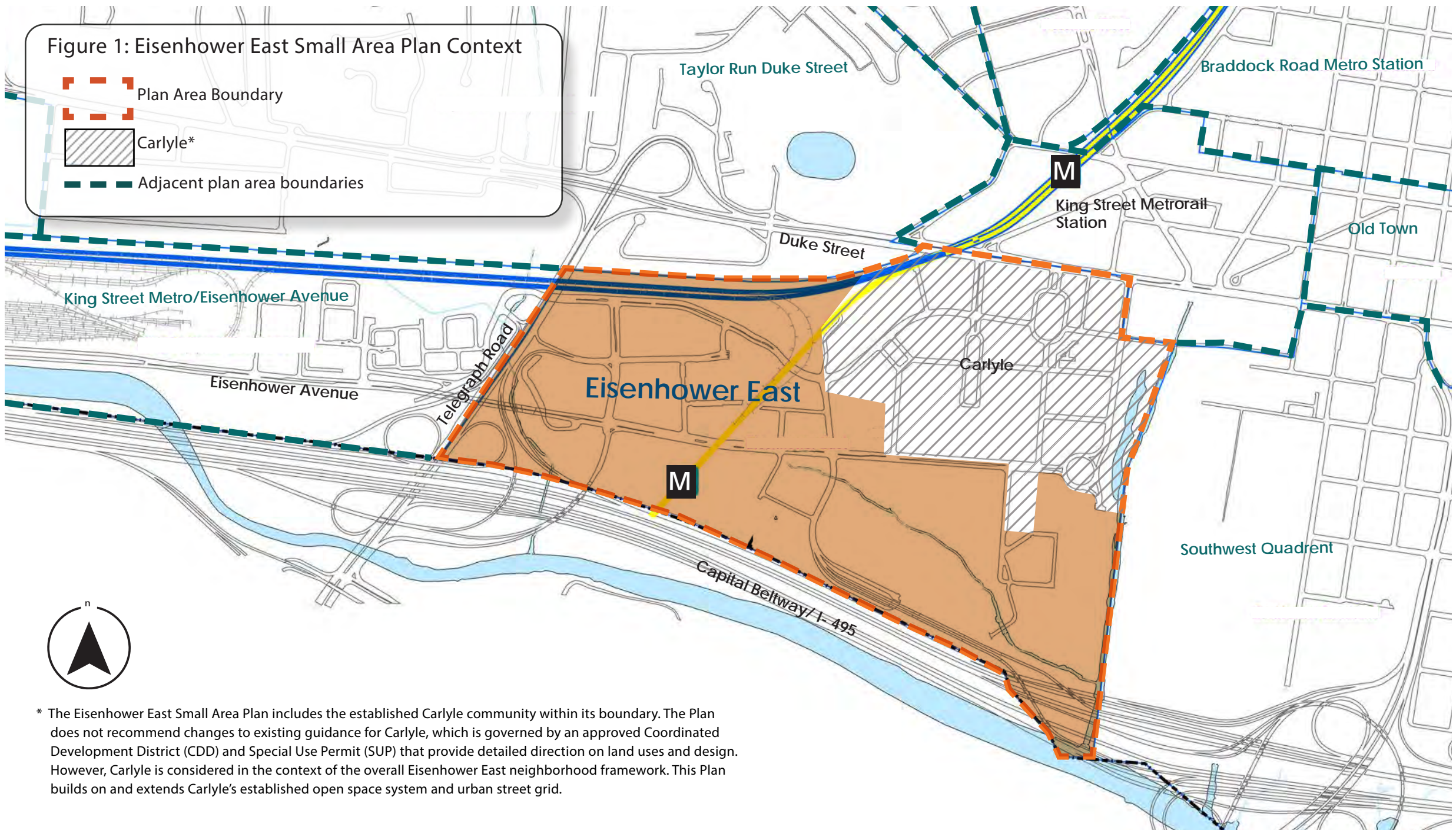
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BLUEPRINT FOR A COMPLETE COMMUNITY

The Eisenhower East Plan provides a blueprint for inclusive growth and a people-first orientation to build a complete community. The area is envisioned as two urban neighborhoods of residents, workers and visitors who choose Eisenhower East for its walkability, proximity to two Metrorail stations, network of public parks, trails, bike connections, housing affordability, and variety of retail, dining and entertainment, all of which create the framework for building community.

An exclusive focus on density and land uses alone will not create a people-first urban neighborhood or the social infrastructure necessary for an enduring sustainable community that brings lasting value to Alexandria. This Plan focuses on how people experience the place, with recommendations intended to enable Eisenhower East to develop as one of the great neighborhoods in the city – walkable, compact, eclectic, inclusive, equitable and diverse, memorable and distinctive, and economically sustainable.





01

BUILD COMMUNITY





Creating neighborhoods is about more than buildings. It involves activities and experiences that encourage social connection, promote a sense of place, and enhance community identity and pride.

The Plan establishes a land use framework that is intended to bring people, the most important ingredient to a successful neighborhood, to Eisenhower East. The flexible land use framework will enable development to respond to changes in market conditions, while achieving a balanced mix of residents, visitors and employees where people can live, play and work.

Building community involves creating a great public realm comprised of sidewalks, streets, open spaces and buildings designed to connect and welcome all people, making the neighborhood a destination locally and regionally. To build community, it is essential that we focus on activation at the street level. The corridors and spaces of the public realm should be recognizable and special to residents, employees and visitors alike, serving as places where people come together for community and commerce.

02

ENHANCE HOUSING AFFORDABILITY



Providing housing opportunities for people with different incomes and abilities and at different stages of life is essential to building an inclusive, vibrant, and equitable community in Eisenhower East, and to meeting demand for housing affordability citywide. It is also important to the area’s economic vitality and competitiveness as businesses look for a diverse and stable local workforce when deciding whether to locate, remain or expand in the city, in particular in transit-oriented neighborhoods.

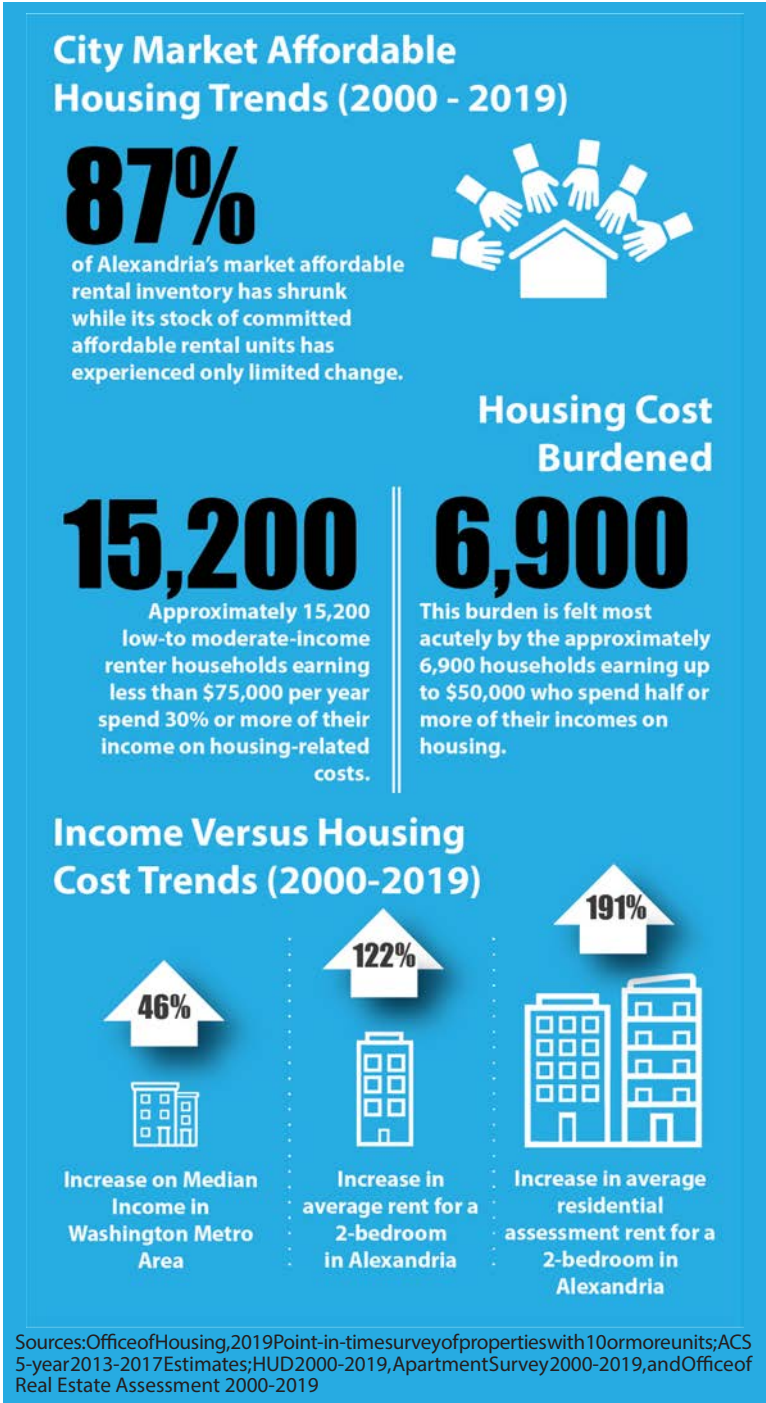
Given the planned density in Eisenhower East, this Plan recommends a more balanced range of housing options in proximity to transit, employment, and neighborhood-serving amenities. Expanding housing affordability will contribute to the vitality of the area and enable more workers, in particular those in existing and newly created service-oriented and support positions in Eisenhower East (for example, in restaurants, hotels, childcare establishments, and commercial offices), to live closer to their jobs. Further, it is desirable for future residential growth to offer a mix of rental and ownership units, to enhance opportunities for renter households to transition to homeownership.

The housing affordability recommended by the Plan will consist of the following components:

- 1. Ten percent of new residential development shall be provided as committed affordable housing: Developers shall provide ten percent of new residential development as affordable housing. “New” residential development is residential square footage above the 2003 Plan “Base” (Table 5 – Base Development). Modifications to the ten percent housing affordability requirement may be considered in limited circumstances if unanticipated changes to the market and/or atypical site conditions impact project feasibility.

Factors that may be considered, for example, include the operations of income-generating uses and construction costs relative to projected rents and sale prices, beyond general trends. Reductions of the housing affordability requirement will be determined through a third-party analysis based on information submitted by the developer as part of the development submission but in no case will be less than five percent. In cases where the City believes that more than ten percent of affordable housing can be efficiently achieved based on additional density granted, and/or through City technical or financial assistance, a third-party financial analysis will similarly be required to confirm the feasibility of staff’s recommendation. The City will collaborate with willing partners to develop additional committed affordable housing.

- 2. Contributions to the Housing Trust Fund: Affordable housing contribution policies and procedures in effect at the time development proposals are submitted are also applicable to development in this area.
- 3. Partnerships and Colocation: The City will pursue strategies that further expand housing affordability beyond the ten percent requirement in Eisenhower East. In particular, the City will explore opportunities to co-locate affordable units with civic uses or community facilities, including a potential future school or existing City services/facilities. In addition, the City will pursue partnerships with public, private, and non-profit entities to incorporate affordable housing projects into larger mixed-use developments, where feasible.
- 4. Use of Bonus Density and Height: New development projects are encouraged to utilize Section 7-700 of the Zoning Ordinance to receive additional density and/or height, beyond what is established by the Plan, in exchange for committed affordable housing.



03

**CREATE NEIGHBORHOODS +
CONNECT OPEN SPACES**



Note:
The Plan includes recommendations for Neighborhoods 1 and 2. The Plan does not amend the recommendations for Carlyle CDD #1.

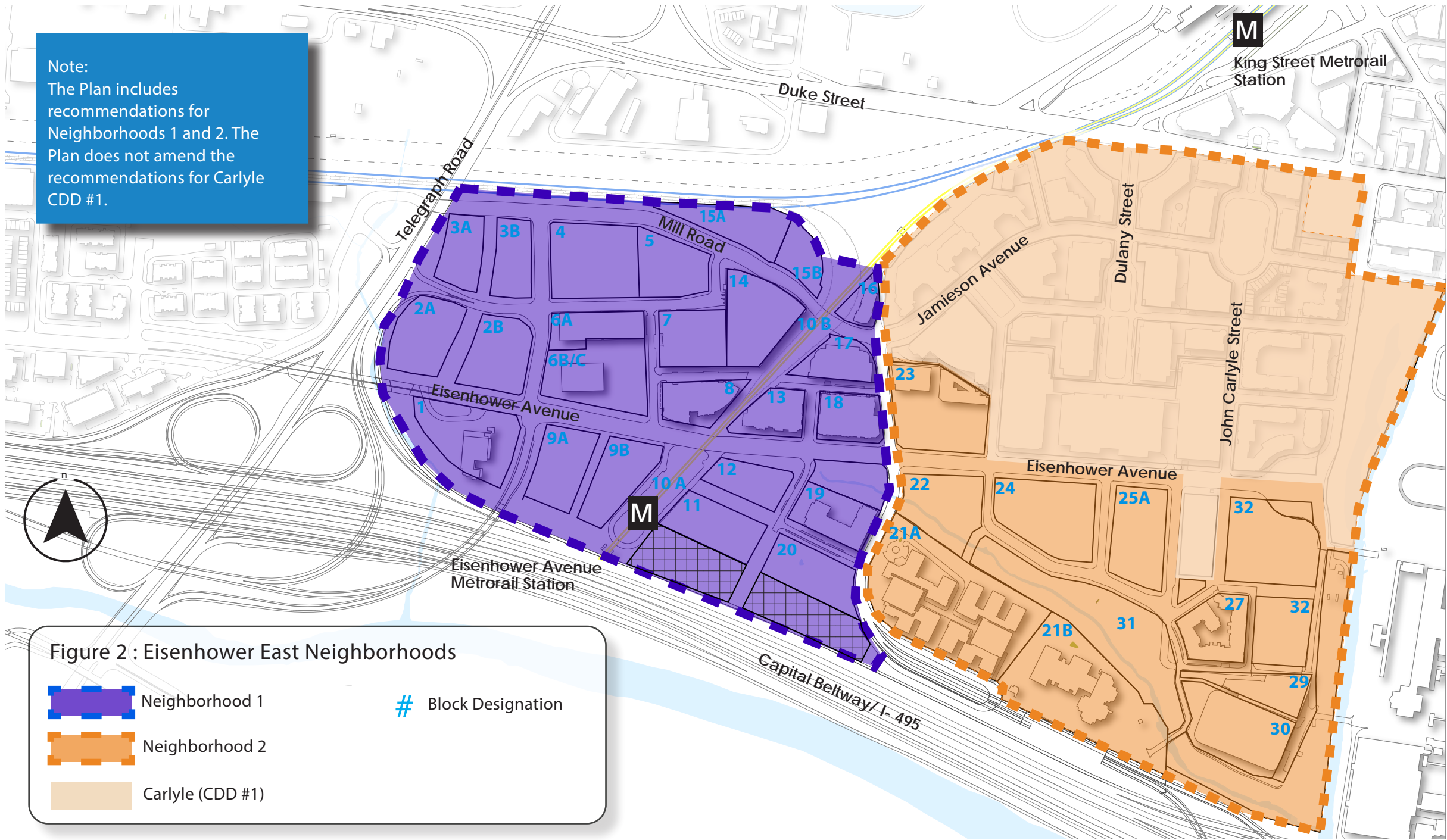


Figure 2 : Eisenhower East Neighborhoods

- Neighborhood 1
- Neighborhood 2
- Carlyle (CDD #1)
- # Block Designation

NEIGHBORHOODS

Eisenhower East functions as two neighborhoods, as depicted in Figure 2, based on proximity to two different Metrorail Stations and other amenities, such as retail, restaurants, and open spaces. The Plan anticipates that with redevelopment these two neighborhoods will continue to become more distinctive over time, providing different experiences for residents, workers and visitors.

Neighborhood 1 is intended to build on the movie theater and grocery to create a regional restaurant and retail destination. The area will also serve the existing National Science Foundation and future office tenant anchors close to the Metrorail station. In Neighborhood 2, the Main Street in the new retail focus area may be designed as a new shared street, home to restaurants and a possible major entertainment venue.

Consistent with Alexandria’s rich history of strengthening the unique character of its communities, this Plan has objectives and recommendations related to housing affordability, open space, land use, design and form, density and height, sustainability, and mobility to develop cohesive people-centric neighborhoods.



CONNECT OPEN SPACES

The open space network is a fundamental element of the urban design and identity of Eisenhower East. A connected system of urban plazas, neighborhood parks, open spaces and trails, and natural/conservation areas will encourage people to spend more social and recreational time outdoors. As awareness of the benefits of a healthy, active lifestyle has increased, so has interest in walking, biking, jogging and other recreational activities.

By providing a range of active recreational opportunities for residents, the Plan envisions neighborhoods where people of all ages and abilities are encouraged to participate in some form of healthy physical activity. The spaces will support structured and unstructured recreation and also serve a social function by providing places for daily interaction among neighborhood and city residents, strengthening social networks and building community. This will become increasingly important as more people, particularly in this area, work from home and have greater flexibility to utilize outdoor spaces during the day.

The Plan requires an integrated, complete system of at-grade, publicly accessible open spaces designed for and accessible to all residents, workers and visitors to the area as generally depicted in Figure 3A and 3B. The open space network will provide visual and physical connectivity of open spaces within the Plan area and all within a 10-minute walk. The open space system will offer a variety of park typologies in the locations depicted in Figure 3C.

The park typologies are intended to provide general direction while also intending to maintain flexibility to integrate a variety of functions in order to ensure they are used and enjoyed as the Plan area’s outdoor living rooms and active play spaces to the greatest degree possible. One-story accessory park structures with supporting uses, such as a café or public restrooms, may be provided within the required publicly accessible open spaces to enhance visitors’ experience and enable longer stays.

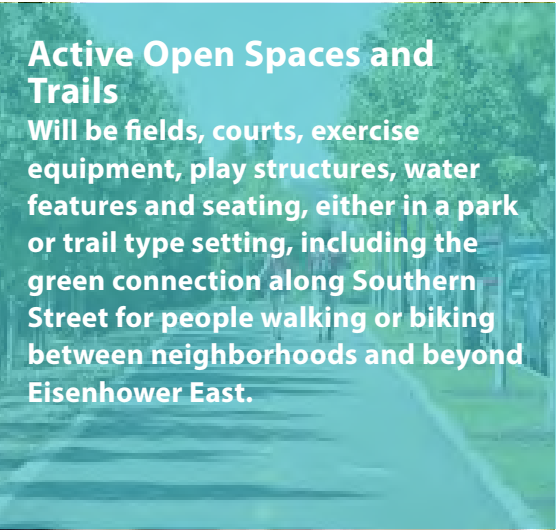
Urban Plazas
Will generally be hardscape plazas that encourage activity around retail, restaurants and other ground floor uses. These spaces will be suitable for programming events, locations for outdoor markets, may include seating, water features, small play structures or other recreation appropriate to the scale of the open space.



Neighborhood Parks
Will be local-serving open spaces and may include seating, small play structures, areas for gathering, social interaction, relaxation, and may be a combination of natural and hardscape surfaces.



Active Open Spaces and Trails
Will be fields, courts, exercise equipment, play structures, water features and seating, either in a park or trail type setting, including the green connection along Southern Street for people walking or biking between neighborhoods and beyond Eisenhower East.



Natural and Conservation Areas
Will provide areas for passive enjoyment of natural resources and urban habitat within or near Resource Protection Areas (RPAs).



Rooftop Open Space
Will provide important additional outdoor amenities for residents and workers in an urban environment; the majority of these will be private, while others may provide public access.



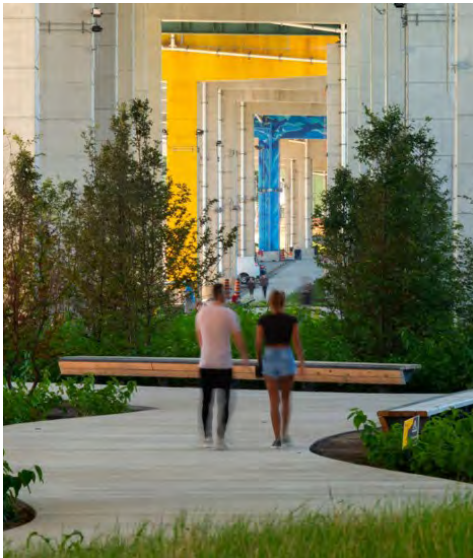
Interim Parks
May make temporary use of existing surface parking lots, the top level of parking structures, or other locations for recreational uses such as basketball, futsal courts, outdoor markets and other pop-up community-oriented events.



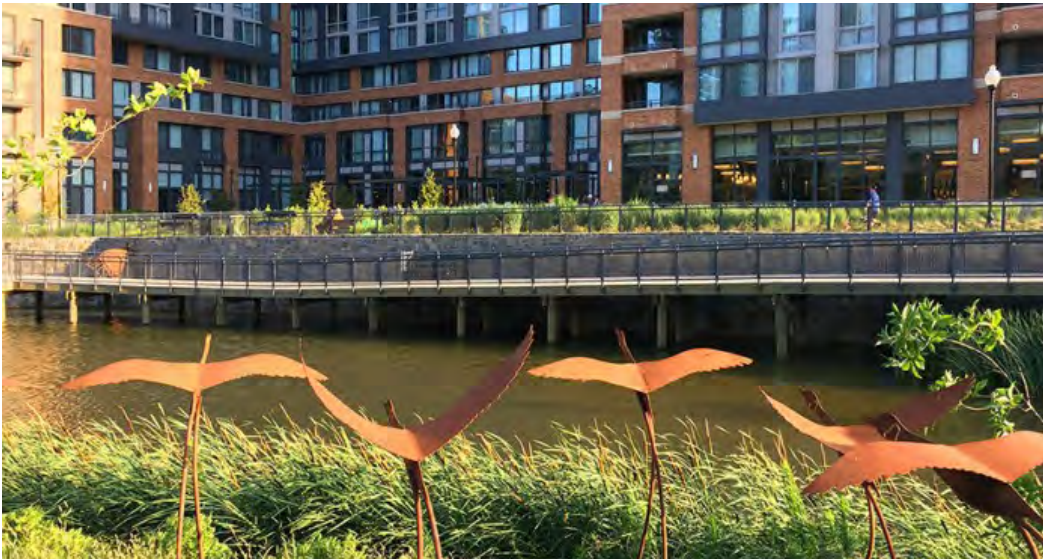
URBAN PLAZAS + NEIGHBORHOOD PARKS



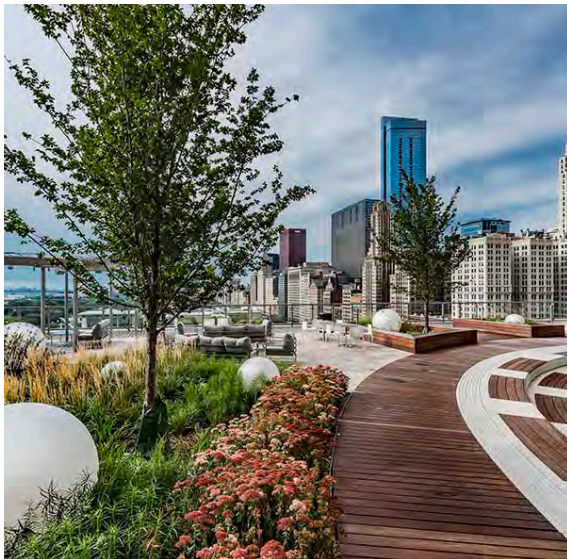
ACTIVE OPEN SPACES + TRAILS



NATURAL + CONSERVATION AREAS



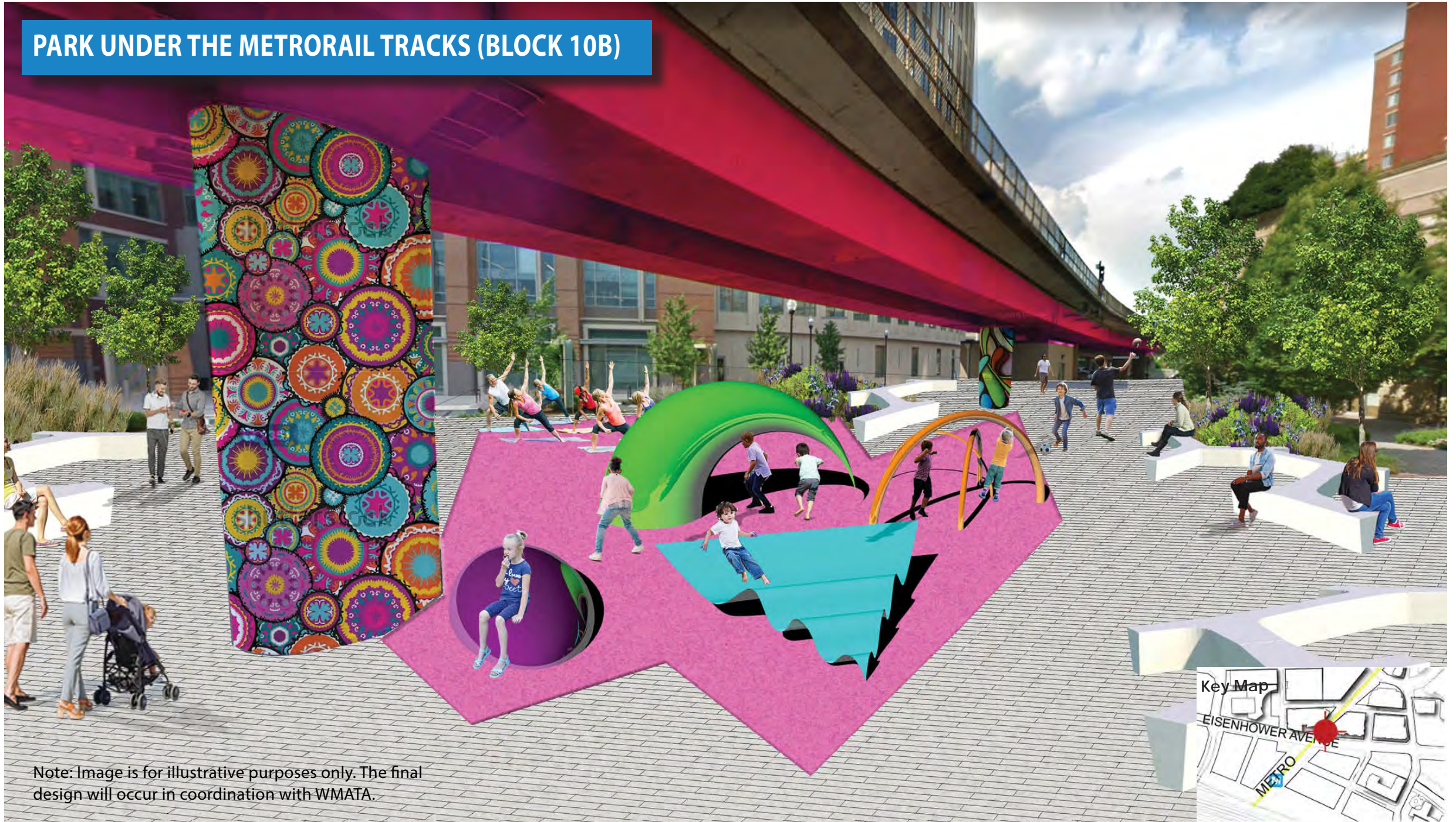
ROOFTOP OPEN SPACES



INTERIM PARKS



PARK UNDER THE METRORAIL TRACKS (BLOCK 10B)



Note: Image is for illustrative purposes only. The final design will occur in coordination with WMATA.

OPEN SPACE IMPLEMENTATION

Each block will design and construct the publicly accessible open spaces required of the respective blocks as depicted in Figure 3B. Where feasible, open spaces will be integrated with adjacent ground-floor uses to create delightful, welcoming, active and unique places.

Each open space will be made accessible and usable to the public through dedication or through the provision of a perpetual public easement to the City. Specifics related to easement/dedication, design, configuration and programming will be determined during future City development review processes for each block. The intent of all public open spaces, whether privately or publicly owned, is that they are open, welcoming and free to members of the public. Outdoor dining is encouraged and desirable but should not diminish required public space.

Private programming may be permitted in the public open spaces if approved as part of the development review process or the City park special events process.

The open space on Block 31 provides opportunity for natural restoration and urban habitat along the Resource Protection Area (RPA) for passive use as well as a trail connection. Other recreational uses are intended for the areas outside of the RPA.

The open spaces required on Blocks 9, 11, and 20, along the Southern boundary of the Plan area, will be designed for more active recreation including a multi-use trail as well as space for dogs to exercise.

The design of some open spaces along the southern boundary of Eisenhower East will require coordination with Dominion Virginia Power and integration of existing utility poles and infrastructure elements. Many great urban parks provide precedents for successfully accommodating existing power lines.

Each block developed with a residential use will provide a minimum of 25% at-grade or above-grade open space. Those blocks already providing on-site publicly accessible open space as depicted in Figure 3B, will be given a credit toward the 25% requirement.



Figure 3A: Open Space Connectivity Concept

PARK UNDER THE METRORAIL TRACKS

In addition to the parks associated with development blocks identified in Figure 3B and 3C, the Plan recommends a new publicly accessible open space under the WMATA Metrorail tracks on Block 10B. The Plan recommends transformation of this space into a core neighborhood and regional park, providing a visual and physical connection between Neighborhoods 1 and 2.

This park is envisioned to accommodate a variety of needs – gathering, active enjoyment, resting, traversing, and attending events, and will incorporate a variety of physical and programming elements that activate the area and create a great public space. Placing active amenities in the urban core, such as this site, also allows fewer built demands on the open spaces nearer to the RPA and natural areas. The Plan envisions this park being constructed with interim improvements in the early phase of implementation, and ultimately with final improvements. Design and construction will require coordination and approval by WMATA, the property owner, and all other applicable approvals.

Note:
Depicted are the required publicly accessible open spaces. Shapes in this map are for illustrative purposes. The final shape and programming will be determined as part of the development review process, subject to compliance with the minimum size requirements described in Table 1.

Design and construction of the park under the metrorail tracks on Block 10B will require coordination and approval by WMATA, the property owner, and all other applicable approvals.

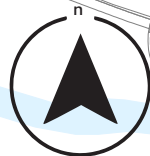
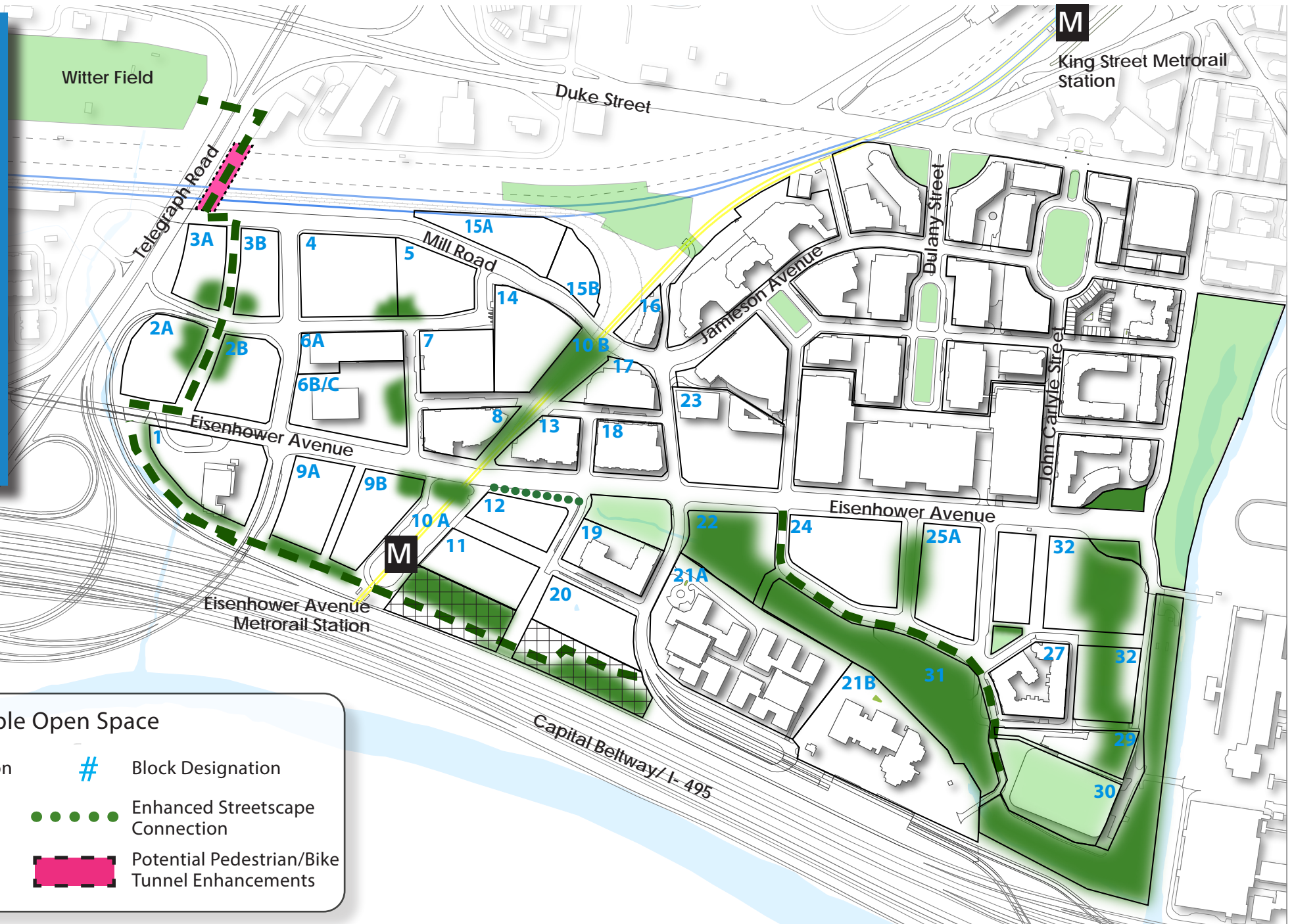
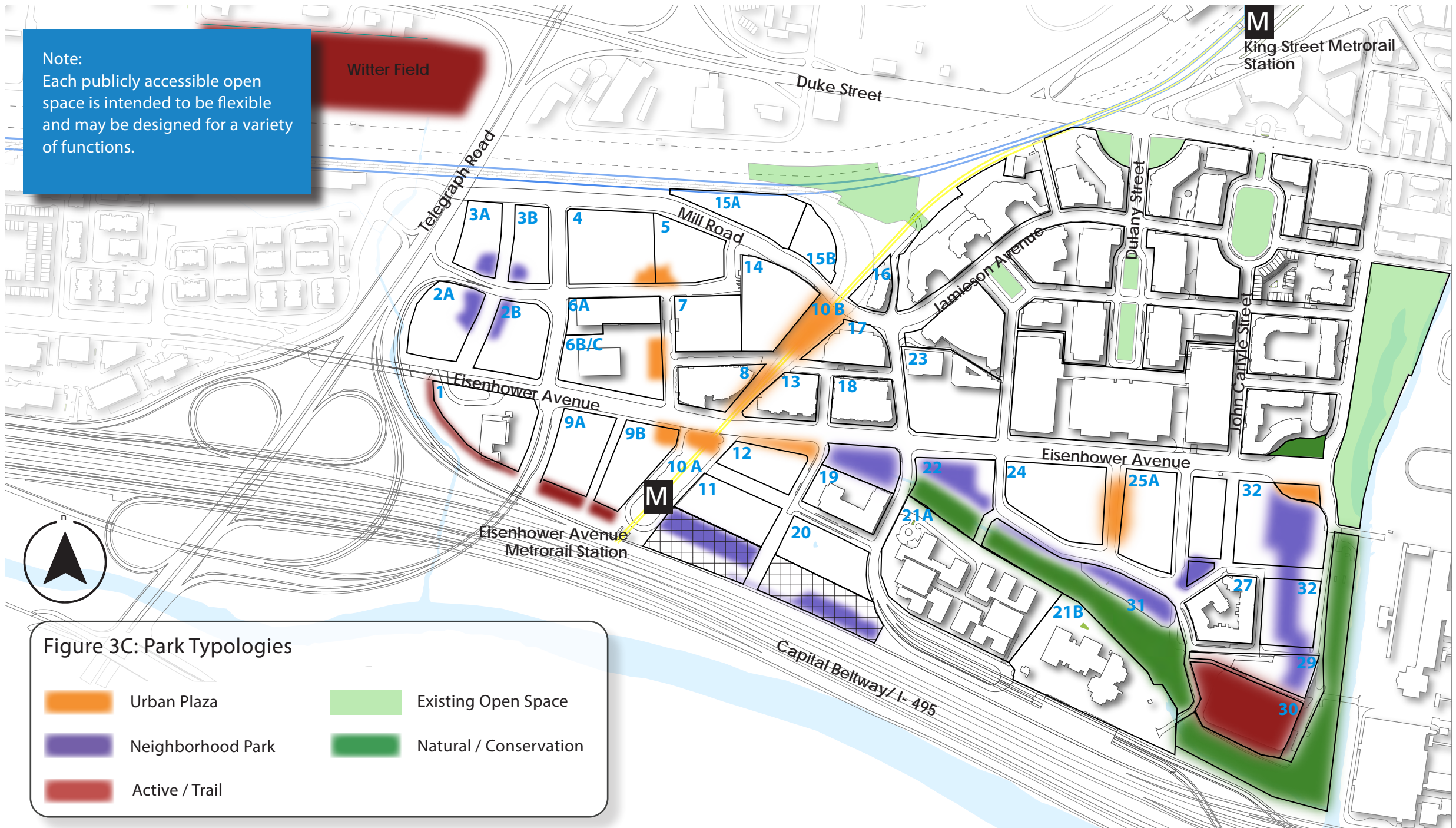


Figure 3B: Publicly Accessible Open Space

- | | | | |
|--|--|--|---|
| | Open Space Connection | | Block Designation |
| | Existing Publicly Accessible Public Open | | Enhanced Streetscape Connection |
| | Proposed Publicly Accessible Open Space | | Potential Pedestrian/Bike Tunnel Enhancements |



Note:
Each publicly accessible open space is intended to be flexible and may be designed for a variety of functions.



OPEN SPACE (BLOCKS 6B/C)



Note: Image is for illustrative purposes only. The final design will occur as part of redevelopment of Blocks 6B/C.

OPEN SPACE/TRAIL (BLOCKS 22 + 31)



04

LAND USE





INVITE THE REGION

The Plan envisions Eisenhower East as a unique destination that sparks curiosity and fun, serving not only those living and working in Eisenhower East, but also attracting local and regional neighbors, something that will be critical to its long-term success.

The Plan framework is intended to set Eisenhower East apart by encouraging a built environment that accommodates a variety of uses, encourages social connection and fosters a retail and entertainment district that is welcoming and desirable to a range of customers eager for new experiences.

The Plan recommends district-wide management of uses, such as a business improvement district, owner's or neighborhood association or similar entity to ensure coordinated branding, programming and placemaking and activation of retail – propelling the area as a regional destination. Over time, as the area's identity develops through branding and programming, consideration should be given to renaming the Eisenhower Avenue Metrorail Station as an additional tool in extending the brand.

As part of the Plan's goal to make Eisenhower East a regional destination, recommendations encourage opportunities for creative placemaking to activate the area with special emphasis on the identified retail focus areas. Placemaking strategies and concepts include farmers and/or art and craft markets, outdoor beer gardens, public art, and other experience-oriented concepts that attract people and create social connections.

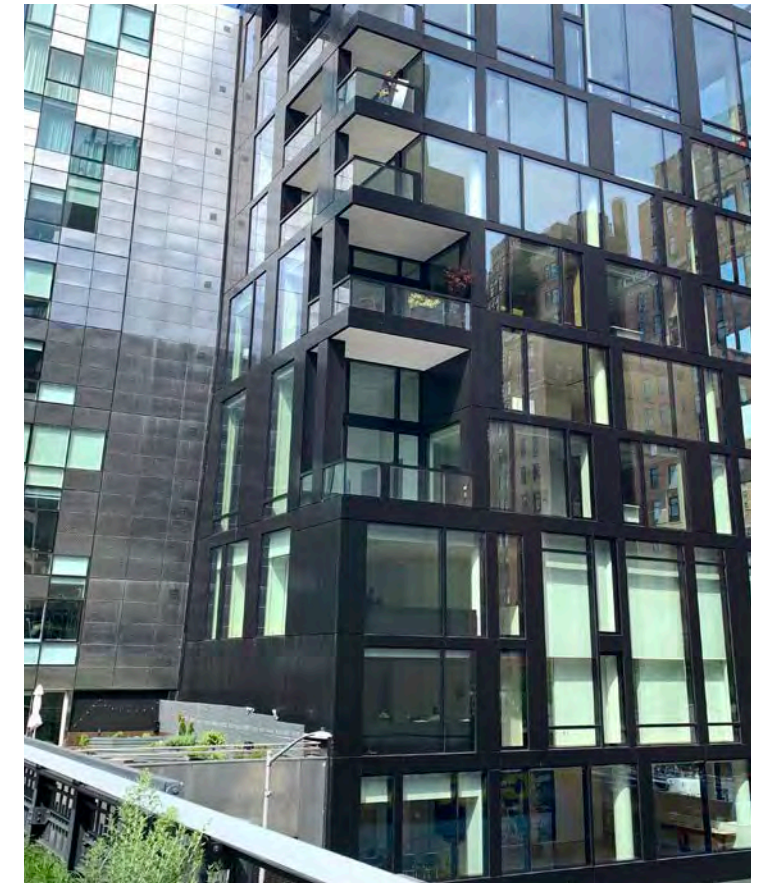
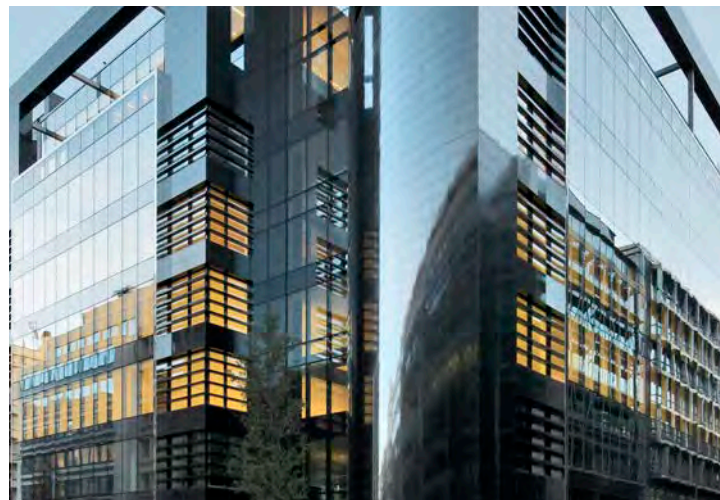
FLEXIBILITY + BALANCE IN LAND USES

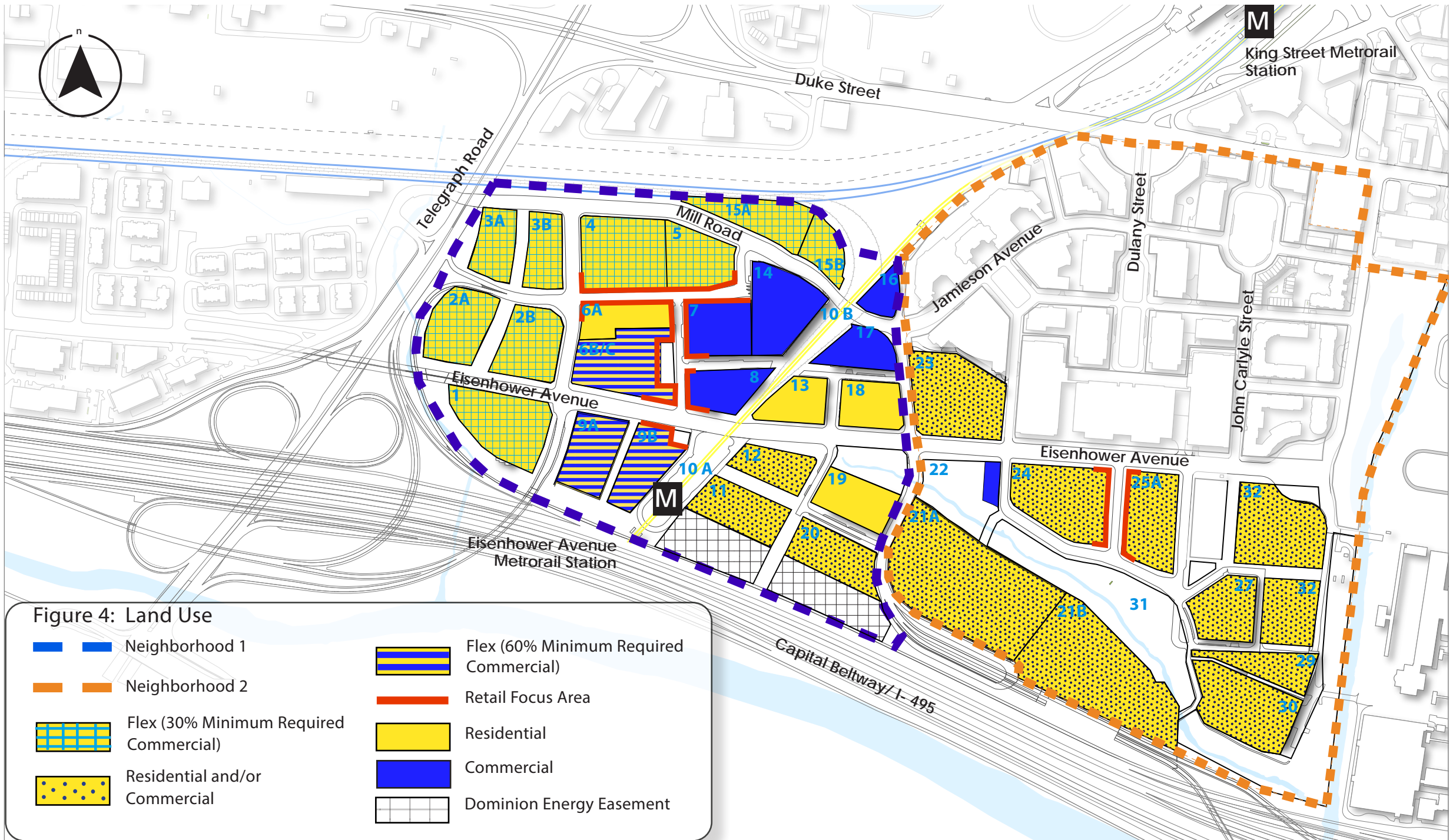
The Plan recommends a land use strategy that enables flexibility for development blocks to adapt to existing and future market conditions, focusing a higher proportion of required commercial uses near the Metrorail station, while also bringing into better balance the number of residents and employees overall. A balance of residents and employees enables:

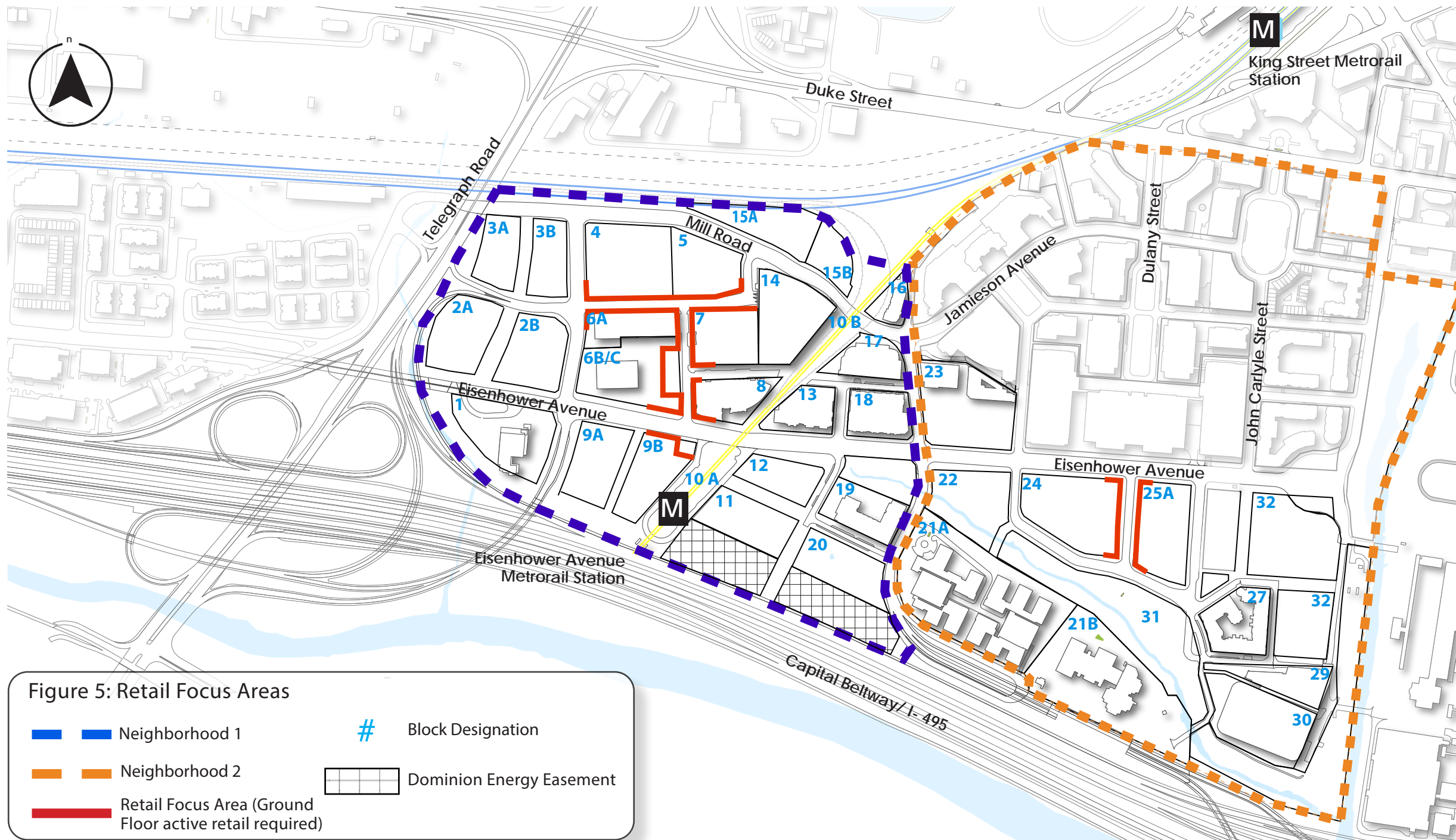
- Improved safety and vibrancy through active streets during daytime and evening hours;
- Maximized use of transit;
- Distributed peak hour traffic over longer periods;
- Decreased parking demand and opportunities for shared parking; and,
- Retail that attracts a more diverse customer base.

As depicted in Figure 4 and Table 1, on blocks closest to the Metrorail station on the west side of the tracks, a minimum of 60% of commercial uses is required, creating a node of commercial uses. Clustering commercial uses enhances the attractiveness of the area to future office tenants. Blocks located farther from the station have a lower required minimum (30%) of commercial uses. East of the Metrorail tracks and in Neighborhood 2, the land use strategy is generally more flexible, allowing commercial and/or residential uses on most blocks in order to increase residential uses to balance the already office-oriented Carlyle area. Plan recommended land uses and locations are provided in Table 2. Commercial uses that count toward meeting the minimum percentage requirement are office, hotel, retail, medical, institutional, recreational, and educational uses.

Civic uses and community facilities, such as schools or recreation facilities, are allowed on all blocks in both Neighborhoods. In addition, Home for the Elderly and other comparable senior-serving uses are permitted on “Flex blocks” and residential/commercial blocks, but will not be counted as part of the block’s minimum commercial requirement. All land uses should contribute to the people-focused goals of this plan; uses such as warehouses, self-storage, and data centers are not permitted.







CONCENTRATE RETAIL IN EACH NEIGHBORHOOD

The Plan calls for a variety of retail uses that meet the needs of residents, employees, and visitors. Integral to the success of the neighborhoods as a whole will be concentrating ground floor retail around two retail focus areas as shown in Figure 5. Retail succeeds when it is clustered and when there is a critical mass of people during the day and evening and throughout the week. Quality design and an enhanced streetscape will support a successful retail environment by lining the street with transparent windows and providing gathering areas, contributing to the overall vitality of each neighborhood.

The intent of the required retail focus areas is to create an environment that is welcoming and encourages an active street life with people coming, going, and lingering to enjoy what the neighborhood has to offer. Retail uses that typically meet this intent are retail shops, restaurants, amusement enterprises, and personal services. An important element of this environment are windows that allow passersby to see the activity within. Uses that are closed off to people on the street do not meet the intent of the Plan for the retail focus areas. Uses such as gyms or daycares would typically fall into this category and may be accommodated elsewhere in the Plan area or on upper floors, unless they are able to meet the intent of the Plan by being open and welcoming to the public.

As discussed, the goal of establishing retail focus areas is to ensure a critical mass of retail better enabling its long-term sustainability. Retail uses are permitted in other areas of the plan area, if the proposed uses are connected to other retail and make sense from a planning and market perspective.

The Plan acknowledges the rapidly changing nature of retail and recommends flexibility in the type of uses permitted in the retail focus areas as long as they achieve the intent of being open to the public, activating the public realm, and contributing to the liveliness of the neighborhood. For example, uses such as breweries, distilleries, or co-working spaces were not common or desired in urban retail areas until recently, but often contribute to activating the public realm.

The Plan seeks to accommodate these and other future uses so long as they provide a public-serving component, such as an embedded retail/restaurant, host community functions, or provide outdoor seating. Care should be taken to foster a variety of uses and to ensure that the retail focus areas not be dominated by any one non-typical retail use.

In order to ensure that street-level uses and spaces are diverse and adaptable, the Plan recommends ceiling heights of 15-18 feet clear on the ground floor for all buildings throughout the Plan area, and in the retail focus areas, a minimum depth of 30 feet (Figure 5A).

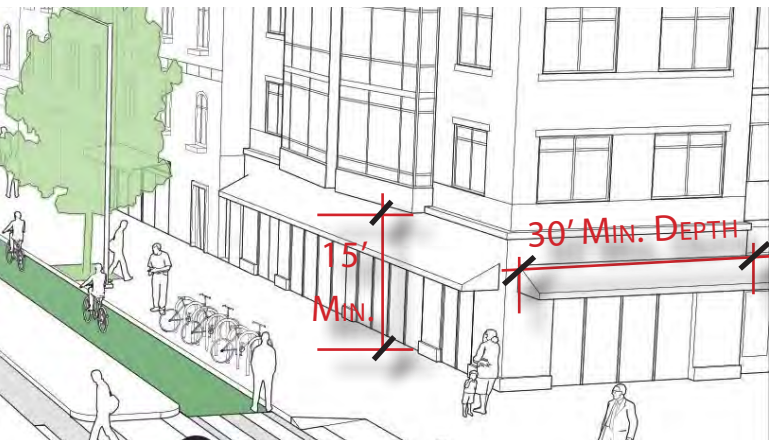


Figure 5A:
Minimum height and depth requirements in retail focus areas.

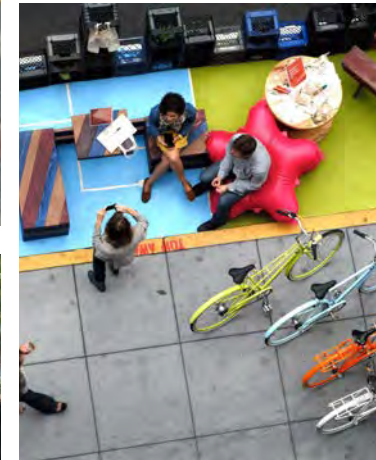
INTERIM PLACEMAKING

Currently, 16% of the plan area, or 39 acres, is surface parking lots. In their current form, the parking lots significantly detract from the ability to achieve a cohesive people-oriented neighborhood experience. Given the size and scale of the planned development, many of the lots will not be redeveloped for many years, and full implementation of the Plan will likely take 25-30 years.

The surface lots present an opportunity to create interim unique destination experiences in advance of redevelopment. Until the parking lots are redeveloped, interim strategies are encouraged to activate existing surface lots. Interim uses could include pop-up parks, markets, gardens, recreational uses, entertainment and dining, or other options that activate the space and increase the range of options for those that live and work in the area as well as create interest in Eisenhower East as a destination for those who might visit.

Neighborhood activation and placemaking may also consist of programming on sidewalks, open spaces and streets, including parklets, performances, festivals, or classes. Temporary and permanent public art including murals, street painting, or sculptures, will also promote neighborhood identity and attract local and regional visitors.

The plan recommends regulatory incentives to encourage interim uses.



COMMUNITY FACILITIES

Successful urban communities incorporate civic and social infrastructure and services for residents. In Eisenhower East, potential community facilities include a school and potential other civic uses such as recreation, library, or meeting space. The school and other potential community facilities will need to be co-located with other uses, including affordable housing where feasible, given the planned densities and heights for the neighborhoods.

As an incentive to encourage integration of these important civic resources, the Plan allows these uses on all blocks and recommends that they not count against a building's maximum volume or height, and the building may exceed the maximum height by the number of floors provided by the facility.

The Plan recommends that a public school be located within the Eisenhower East Plan area to accommodate the growing student population generated from the development in Eisenhower East. Based on an estimated 6,000 residential units and 2015-2017 student generation rates, it is estimated that approximately 1,000 additional ACPS students will live in Eisenhower East at full build-out, anticipated to occur in phases over 25-30 years.

The location of the school will be established as part of the Coordinated Development District (CDD) approvals. The location should consider proximity to open space or the ability to provide open space on the block (including rooftop), as well as accessibility, site circulation, and proximity to students. As a community facility, the school will not count against a building's maximum volume or height, and the building may exceed the maximum height limit by the number of floors provided by the school.



TABLE 1 DEVELOPMENT SUMMARY

Block #	CDD / Zone	Principal Land Uses	Required Minimum Percentage of Commercial	Maximum Building Height (Feet)	Minimum Building Height (Feet)	Required On-Site Publicly Accessible Open Space (Square Feet) per Figure 3	Required Minimum Retail (Square Feet)
1	2	Residential and Commercial	N/A	150	N/A	18,500	
2A/B	2	Residential and Commercial	30%	300	150	43,500	
3A/B	2	Residential and Commercial		250	125		
4/5	2	Residential and Commercial	30%	250	125	10,900	See note 7
6A	2	Residential	0%	300	150		See note 7
6B/C	2	Residential and Commercial	60%	300	150	16,000	See note 7
7	2	Commercial	100%	300	150		See note 7
8	2	Commercial	100%	350	175		See note 7
9A	2	Residential and Commercial	60%	300	150	24,000	
9B	2	Residential and Commercial		400	200		See note 7
10A	2	U/T / Open space	0%	50	N/A		
10B	2	U/T / Open space	0%	50	N/A	64,000	
11	2	Residential and/or Commercial	0%	400	200	40,000	
12	2	Residential and/or Commercial	0%	350	175		
13	2	Residential	0%	300	150		
14	2	Commercial	100%	250	125		
15A/B	2	Residential and Commercial	30%	200	100		
16	2	Commercial	100%	150	75		
17	2	Commercial	100%	250	125		
18	2	Residential	0%	300	150		
19	2	Residential	0%	300	150	55,000	
20	2	Residential and/or Commercial	0%	300	150	36,300	
21A	OCM 100	Residential and/or Commercial	N/A	150	N/A		

TABLE 1 DEVELOPMENT SUMMARY

Block #	CDD / Zone	Principal Land Uses	Required Minimum Percentage of Commercial	Maximum Building Height (Feet)	Minimum Building Height (Feet)	Required On-Site Publicly Accessible Open Space (Square Feet) per Figure 3	Required Minimum Retail (Square Feet)
21B	OCM 100	Residential and/or Commercial	N/A	150	N/A		
23	2	Residential and/or Commercial	0%	250	125		
22	11	Open space / Hotel	100%	250	125	222,600	
24	11	Residential and/or Commercial	0%	350	175		See note 7
25A	11	Residential and/or Commercial	0%	350	175		See note 7
27	11	Residential and/or Commercial	0%	350	175	9,100	
29	11	Residential and/or Commercial	0%	250	125	461,736	
30	11	Utility	0%	200	100		
31	11	Open space	0%	0		281,445	
32	11	Residential and/or Commercial	0%	375	188	87,120	

NOTES

1. Rather than establishing maximum square footage or Floor Area Ratio (FAR) for each block, the Plan establishes parameters for the required height, open space, parking, and sidewalk dimensions that together guide the overall building volume, allowing for flexibility to achieve the best building design.

2. The total amount of development studied during this planning process is 19.1 million square feet ([Reference Eisenhower East 2019 Multimodal Transportation Study](#)).

3. Land uses are permitted as specified in Table 2. Development blocks with multiple phases of construction will submit a phasing plan demonstrating how the blocks will meet the minimum land use requirements depicted in Figure 4 and the Development Summary Table 1.
4. The Plan supports consideration of flexibility on maximum heights for buildings with taller heights and a smaller building footprint, as long as the building volume recommended by the Plan is maintained and impact to the streetwall is limited and/or mitigated.

5. A limited reduction of the required publicly accessible open space in Figure 3B and Table 1 may be considered for buildings that are 100% commercial.

6. The open space amount in the table and depicted in Figure 3B is based on GIS data. The final amount may vary slightly based on survey data as part of the development review process. Open space shown as distributed over blocks (2A/B and 3A/B) may be consolidated.
7. The minimum retail square footage will be based on compliance with the minimum heights and depths.

8. For Block 22, the allowable height and hotel land use are for the building to be located on the east side of the block. The remainder of the block is for open space in the amount specified.

9. For Block 31, the total open space area will be comprised by land owned by the City of Alexandria and Blocks 22, 24 and 25A. The Developer(s) of Blocks 22, 24 and 25A will be responsible for the design and construction of the neighborhood park adjacent to the natural/conservation area.

10. Blocks 1, 21A and 21B land uses are recommended. The Plan does not change or limit the uses under the existing zoning.

TABLE 2 LAND USE

Land Use	Where Allowed	Counts toward Flex Zone Minimum Commercial Requirement	Other Notes
Commercial	Blocks where commercial use is allowed per Figure 4. Blocks identified as “Flex” must provide the required minimum commercial percentage per Figure 4.	Yes	Commercial includes office, hotel, retail, medical, institutional, recreational, educational uses.
Residential	Blocks where residential use is allowed per Figure 4. (Residential uses on blocks identified as “Flex” in Figure 4 are limited to the extent that those blocks must provide a required minimum percentage of commercial use).	N/A	
Home for the Elderly and other comparable uses serving seniors	“Flex Blocks” where commercial uses are allowed. Not permitted on the 100% commercial blocks.	No	These uses do not count toward the “Flex Blocks” minimum commercial percentage requirement.
Community facilities, including public school, recreation/library facility, community meeting space, and other comparable uses	Anywhere in plan area	No	These uses do not count against a building’s maximum height or volume. The building may exceed the maximum height limit by the number of floors provided by the facility.
Warehouse, Storage, Data Centers	Not permitted	N/A	
Retail/Retail Focus Areas	Where Allowed	Counts toward Flex Zone Minimum Commercial Requirement	Other Notes
Retail (retail, restaurant, amusement enterprise, personal service, and other uses consistent with the intent of the Plan)	Required in ground floor of Retail Focus Areas. Intended to have a high degree of pedestrian activity and to activate the adjacent street and/or open space with transparent and unobstructed windows that provide passersby a view of the activity inside, doors, signage, and outdoor areas where feasible. Retail uses are allowed in other areas, if approved as part of DSUP.	Yes	
Retail - Non-typical Uses (coworking, brewery/distillery)	Permitted to a limited extent if use meets the intent above and provides a public serving component (such as hosting community meetings and public functions, including an embedded retail/restaurant, or providing outdoor seating). Care should be taken to foster a variety of uses and to ensure that the Retail Focus Areas not be dominated by any one non-typical retail use.	Yes	
Retail - Personal Services	Permitted in Retail Focus Area but may not comprise more than 50 linear feet of each building façade.	Yes	
Residential and Commercial Lobbies	Discouraged on the ground floor fronting streets in Retail Focus Area but may be allowed if limited in size and another location is not feasible.	N/A	



05

FOCUS DENSITY + HEIGHT



FOCUS DENSITY + HEIGHT

Eisenhower East is uniquely positioned to maximize building height and density through its proximity to two Metrorail stations, bus connectivity, bike and pedestrian connections and access to the Capital Beltway, as well as a balanced land use mix that reduces peak travel demand. The Plan enables the urban density necessary to activate retail, entertainment and restaurants as well as reinforce a sense of place, urban life, and vitality for the neighborhoods.

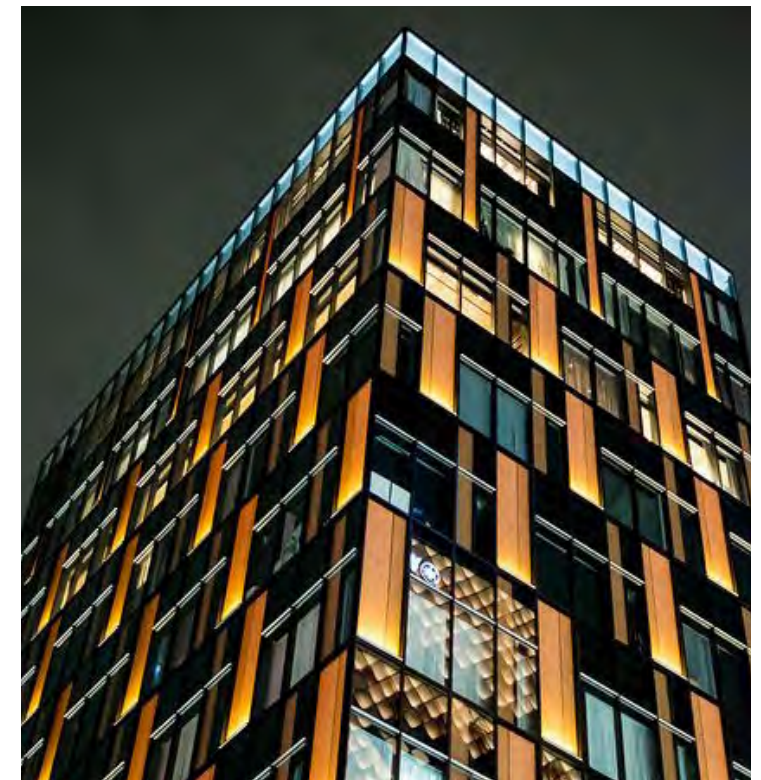
As discussed in chapters 7 and 8, the planning process involved analysis to evaluate infrastructure capacity in the transportation and sanitary sewer systems over the anticipated 30-year buildout of the Plan. The total amount of development studied was 19.1 million square feet. As part of redevelopment, projects will be required to implement necessary infrastructure improvements identified through the development review process. New density for Blocks 1, 21A, and 21B was not evaluated as part of the infrastructure analysis, given that they are considered mid- to long-term redevelopment sites, and the intent of the Plan was to study infrastructure capacity for near- and mid-term projects. If/when the sites are ready for redevelopment, they will be expected to evaluate additional density against infrastructure capacity.

The Plan recommends a varied skyline, with building heights ranging from 150 to 400 feet, as depicted in Figure 6. The taller, distinctive buildings will denote prominent locations and provide recognizable landmarks, creating a compelling skyline that defines each neighborhood's main social core. In Neighborhood 1, the tallest heights are in closest proximity to the Metrorail

station, the symbolic center, encouraging transit-oriented development and activity. Heights are lower on blocks farther from the Metrorail Station as they transition to the edges of the neighborhood. In Neighborhood 2, tallest heights denote the active retail and entertainment core and provide visual balance to Neighborhood 1. In support of a varied skyline, the Plan supports flexibility for increasing the maximum height limit for blocks that propose taller buildings and a smaller building footprint, as long as they are consistent with the building volume recommended by the Plan and impact to the streetwall is limited and/or mitigated.

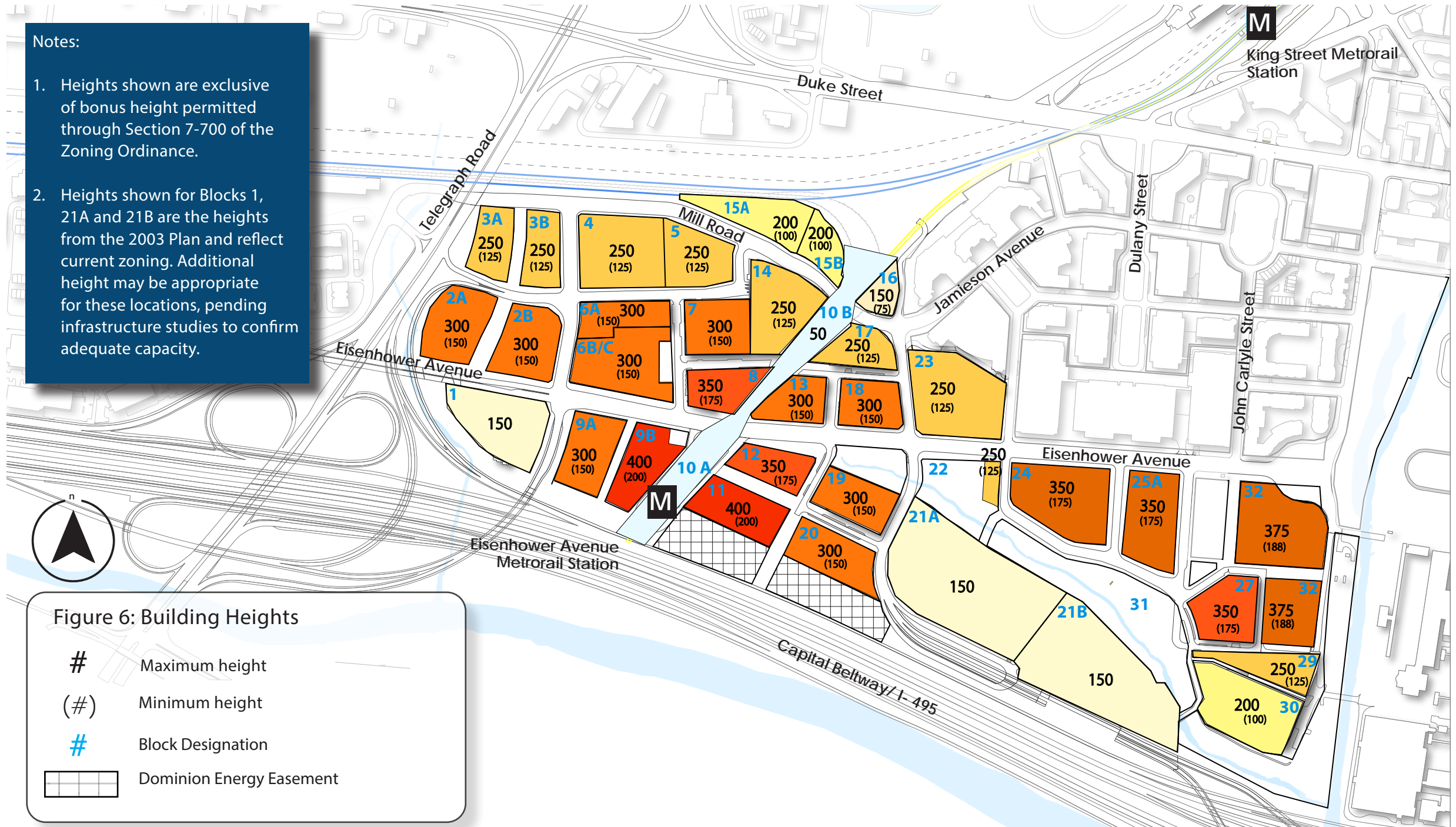
As stated, the intent of the Plan is for each block to maximize building height to ensure the appropriate level of use and density given the area's proximity to two Metrorail stations. In keeping with this intent, the Plan also incorporates a minimum height requirement to ensure at least a minimum level of density. The minimum height is one-half of the maximum height permitted for each block.

The building design, adherence to high-quality architecture standards, variety of building heights within each block, and type of building transitions will be determined as part of the development review process based on the context of each site and consistent with the Eisenhower East Design Standards and Guidelines.



Notes:

1. Heights shown are exclusive of bonus height permitted through Section 7-700 of the Zoning Ordinance.
2. Heights shown for Blocks 1, 21A and 21B are the heights from the 2003 Plan and reflect current zoning. Additional height may be appropriate for these locations, pending infrastructure studies to confirm adequate capacity.



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06

**ACHIEVE EXCELLENCE
IN DESIGN + FORM**



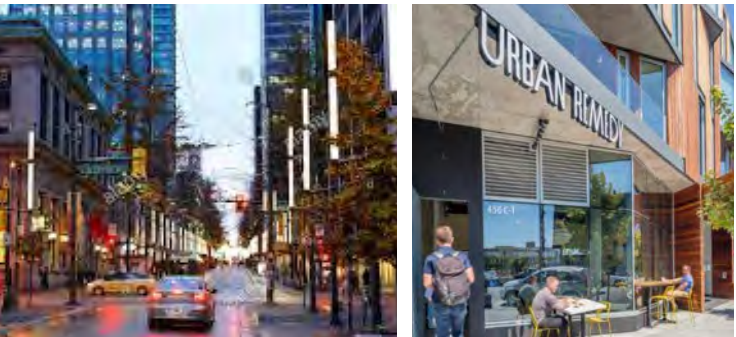
STREET NETWORK + BLOCKS

The Plan recommends maintaining an interconnected urban grid of streets and attractive, human-scaled blocks as essential to providing safe and comfortable internal circulation and alternatives for all modes of transportation (Figure 8). The hierarchy, pattern and design of streets reflect a commitment to a public realm designed first and foremost for people walking, biking and riding transit.

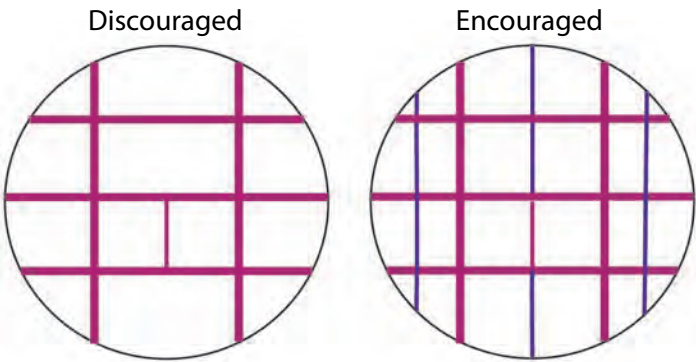
The Plan recognizes the central role that streets play in the social life and comfort of a neighborhood. In addition to their roles as the “social spine” of the community and as transportation corridors, streets are designed to collect and treat stormwater and provide utility services that make them an integral part of how people experience the neighborhoods.

One of the measures to ensure that Eisenhower East will develop as urban, pedestrian oriented neighborhoods is to require urban, human scaled block sizes. Through the placement of the required framework streets, the block sizes will generally be 300 feet by 400 feet or roughly about one-third larger than the size of blocks within Old Town, which are known as national planning models for their walkability.

The most pleasing blocks are those where the streetwall is defined but varied. The Plan affirms this desirability for a varied articulated streetwall and preferred mid-block connections and where towers come to the ground as illustrated in Figure 7. As will be described later, this can be positively influenced by providing some parking below-grade.



Over the 25-30 years that it will take to fully implement the vision of the Plan, some property owners may find it more expeditious or cheaper to create large non-human scaled “megablocks” to accommodate development. However, even if it may take longer to occur, this Plan requires that development happen within the recommended street grid, which is similar in scale to Old Town.



Street Network

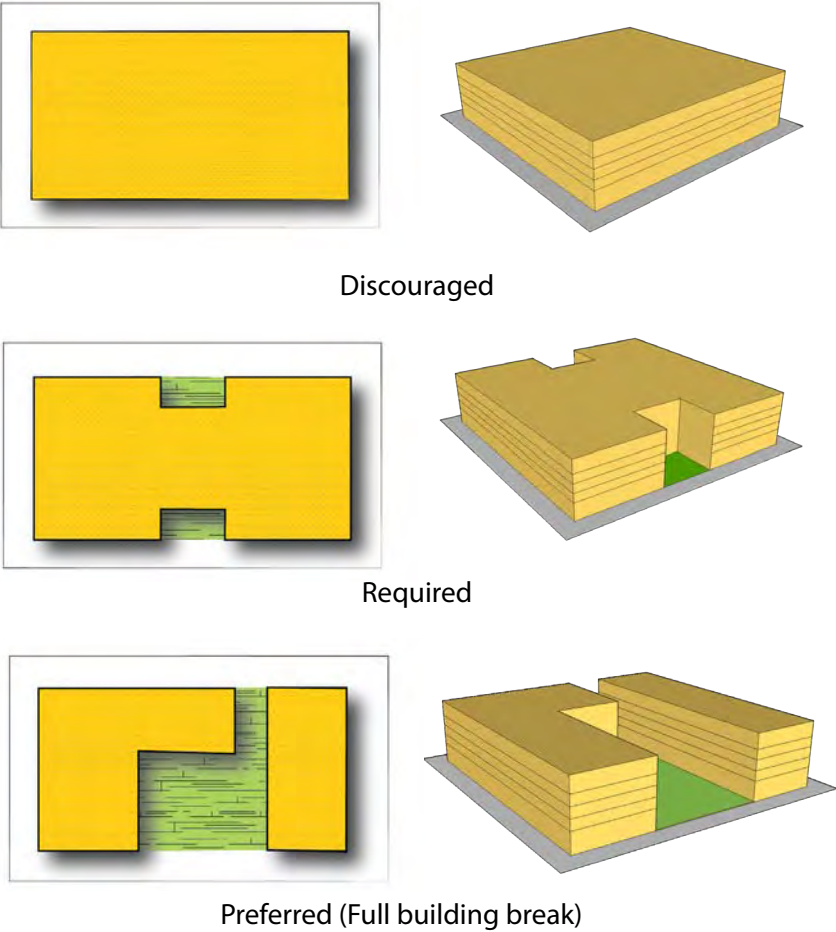
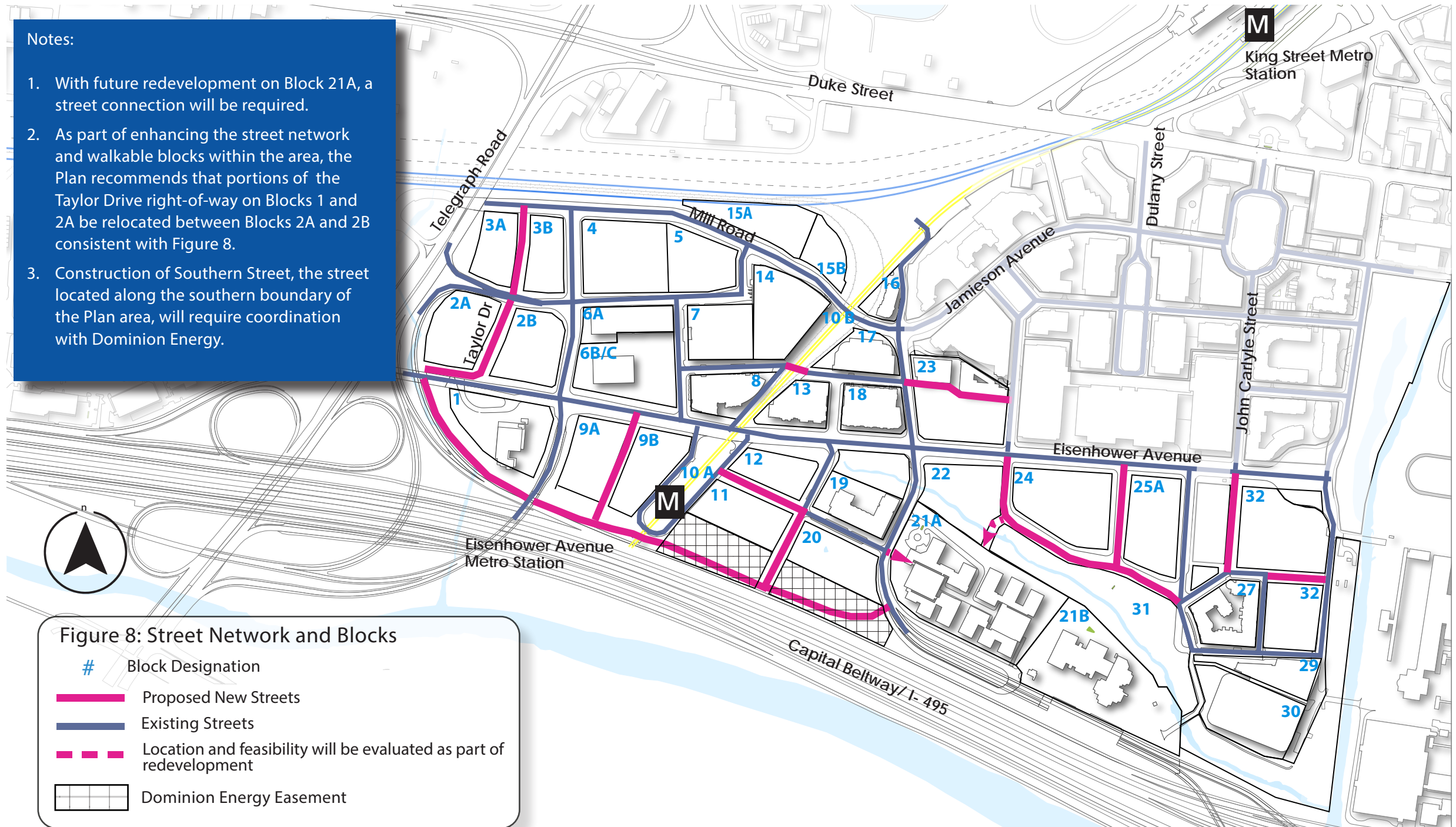


Figure 7: Preferred Block Development

- Urban Block
- Building Footprint
- Open Space

Notes:

1. With future redevelopment on Block 21A, a street connection will be required.
2. As part of enhancing the street network and walkable blocks within the area, the Plan recommends that portions of the Taylor Drive right-of-way on Blocks 1 and 2A be relocated between Blocks 2A and 2B consistent with Figure 8.
3. Construction of Southern Street, the street located along the southern boundary of the Plan area, will require coordination with Dominion Energy.





STREET HIERARCHY

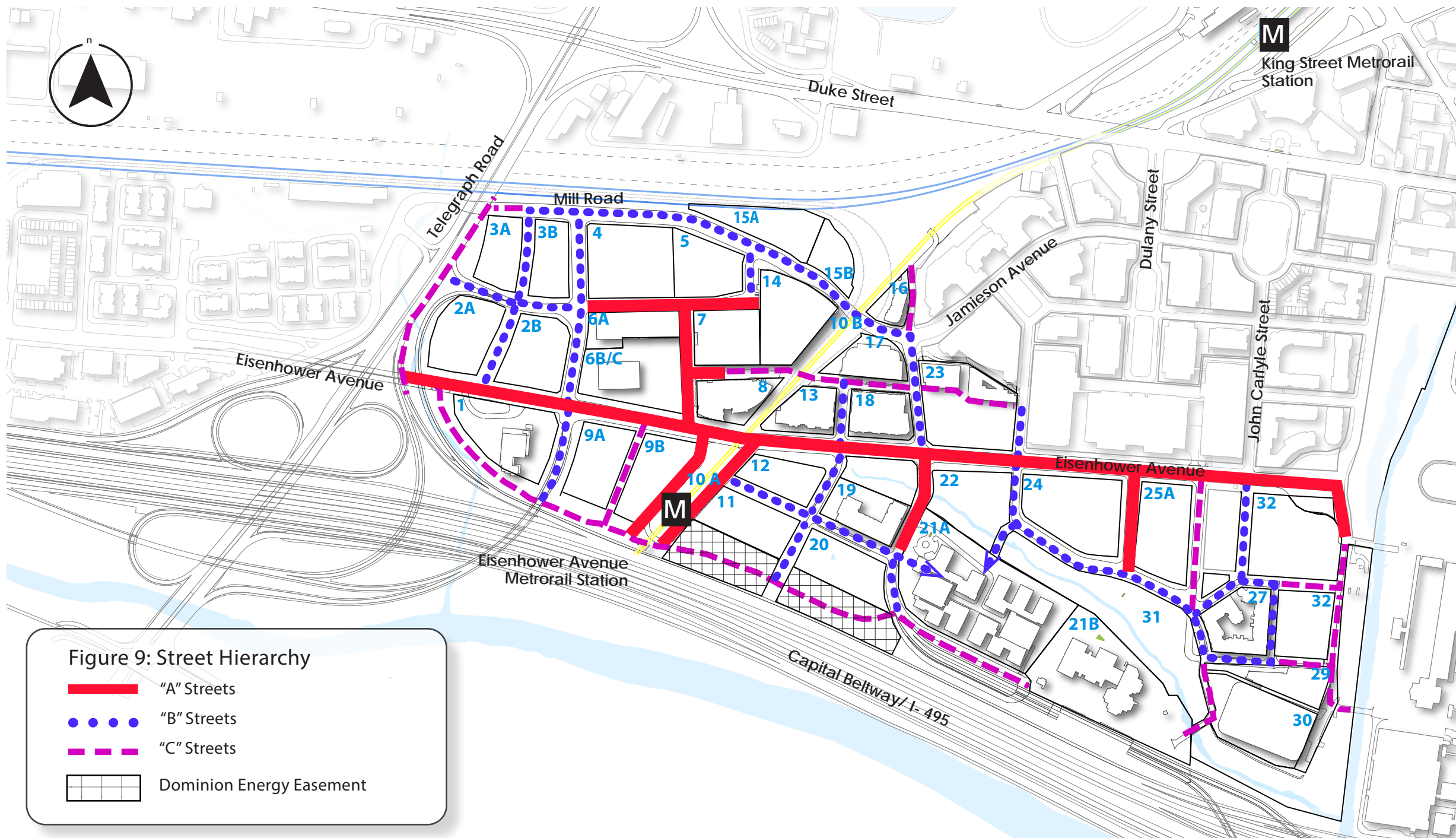
In order to create a walkable public realm, the Plan recommends a hierarchy of streets (Figure 9) that prioritizes building frontages, access, and the public realm. The required level of activation and screening is identified through A, B, and C Streets, as follows:

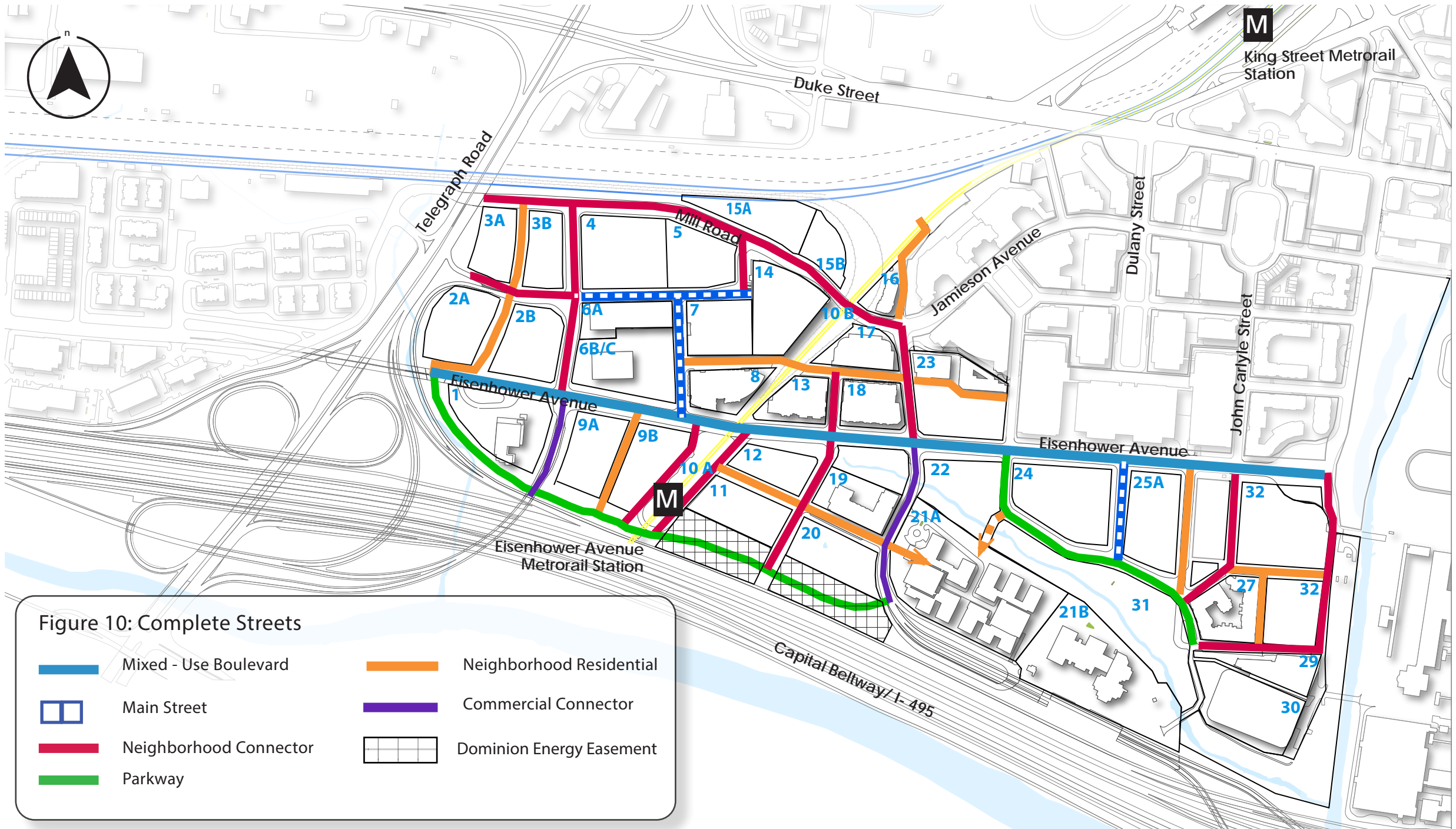
- A Street frontages will provide the largest percentage of active uses and will prohibit curb cuts.
- B and C Street frontages require a lower percentage of activation and allow curb cuts based on site context.

At- and above-grade parking screening requirements are further discussed in the Parking section and illustrated in Figure 12.

Because the nature and function of the streets is so important to the public realm, the Plan recommends a complete streets approach to integrate people and place in the planning, design and operation of the street network so that streets are safe for people of all ages and abilities and the needs of different modes of travel are balanced. The Plan identifies a complete streets typology (Figure 10) and cross section for each street (Figures 10A, 10B and 10C).







Mixed-Use Boulevard Eisenhower Avenue (East from Mill Road)

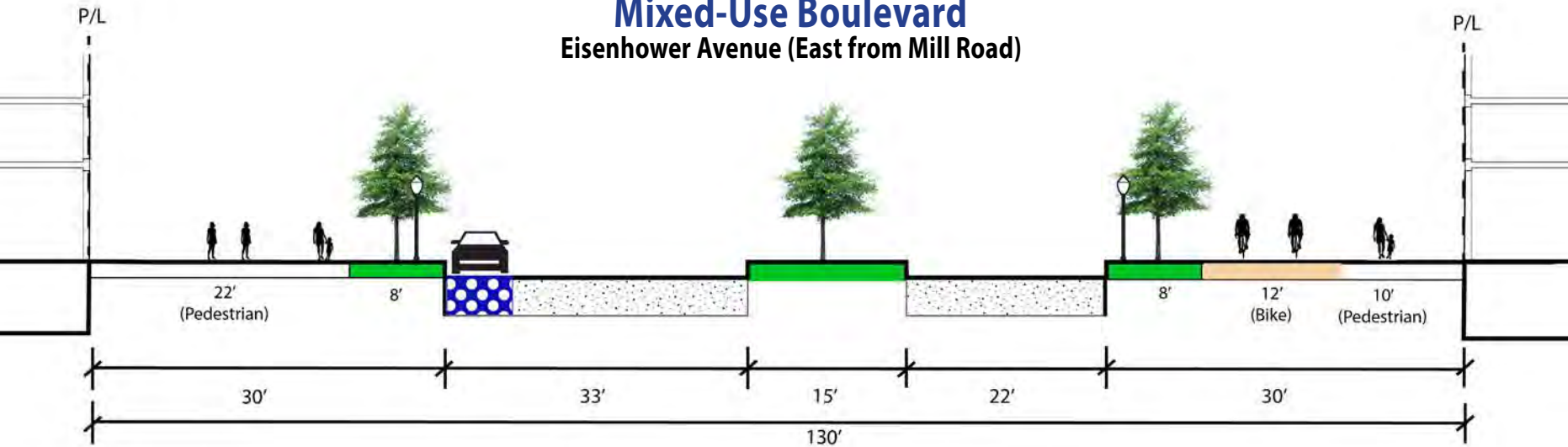
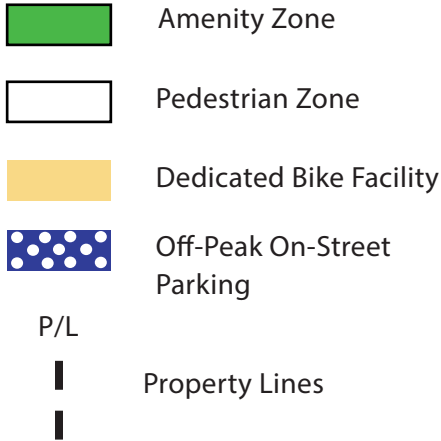
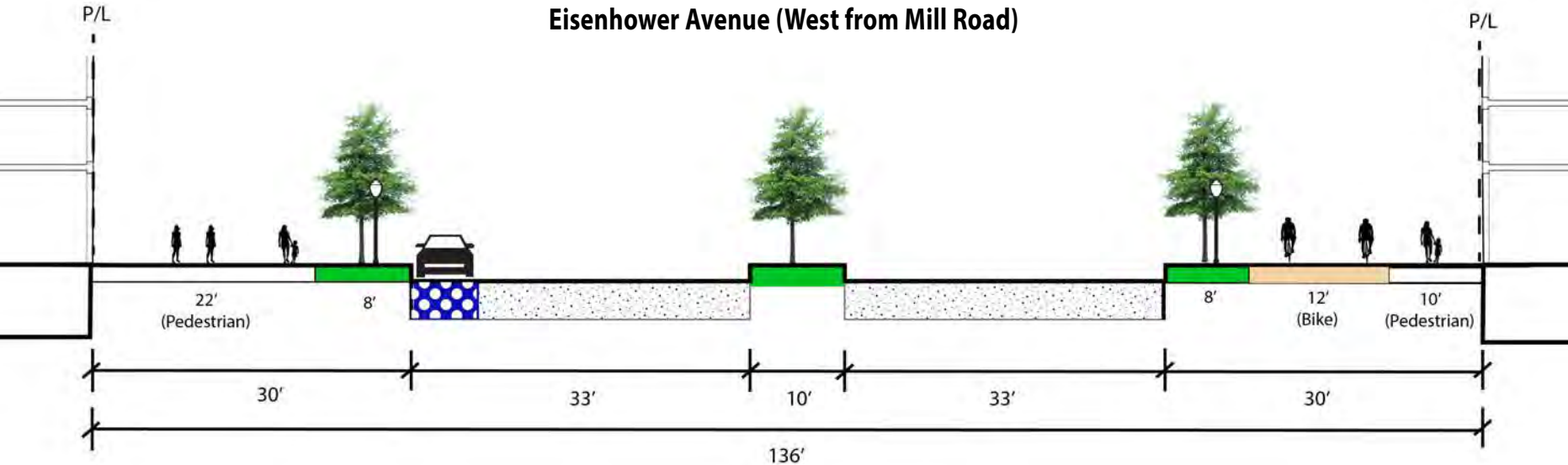


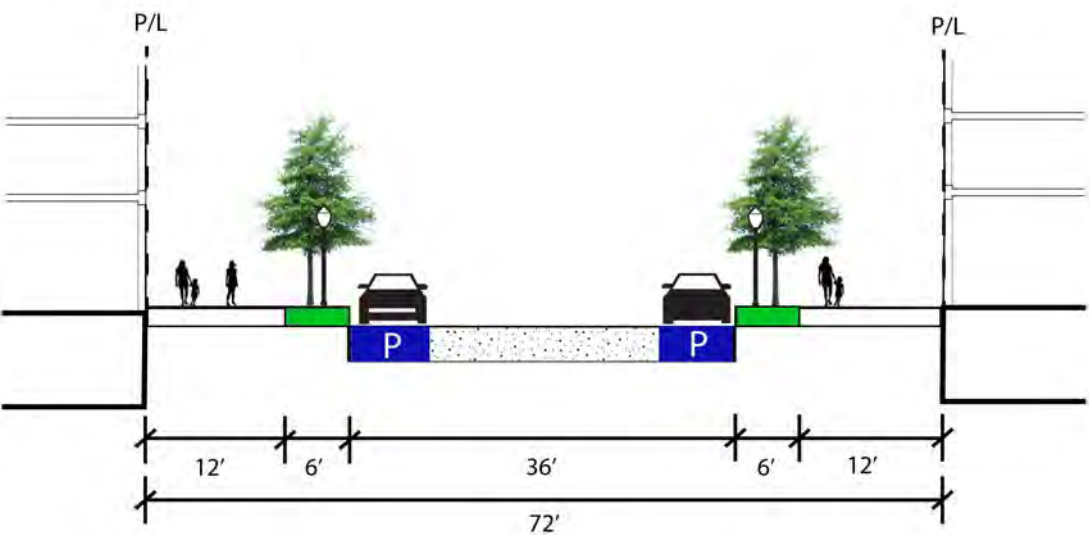
Figure 10A: Complete Streets
Typology Street Sections



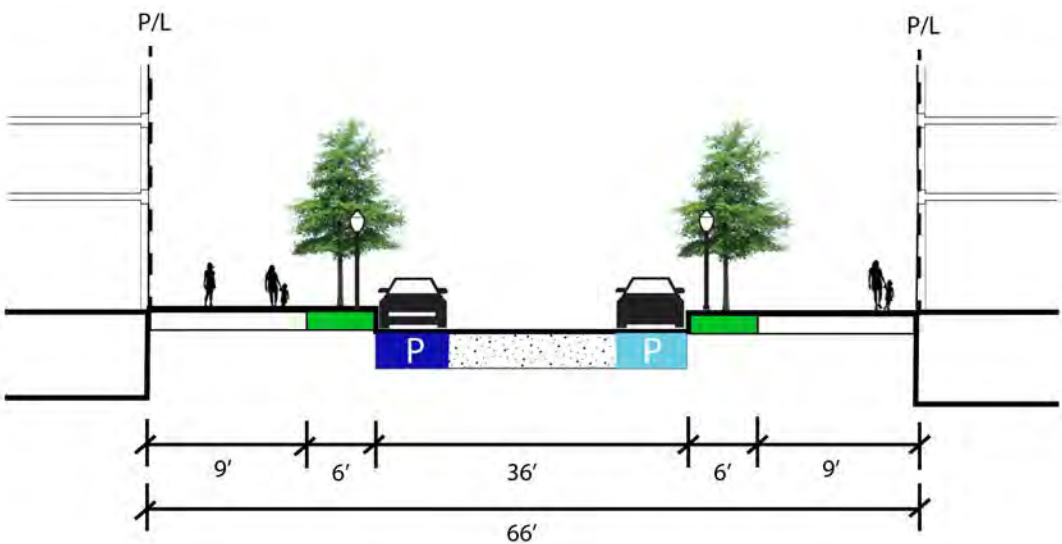
Mixed-Use Boulevard Eisenhower Avenue (West from Mill Road)



Main Street



Neighborhood Residential ^{1,2}



Neighborhood Connector

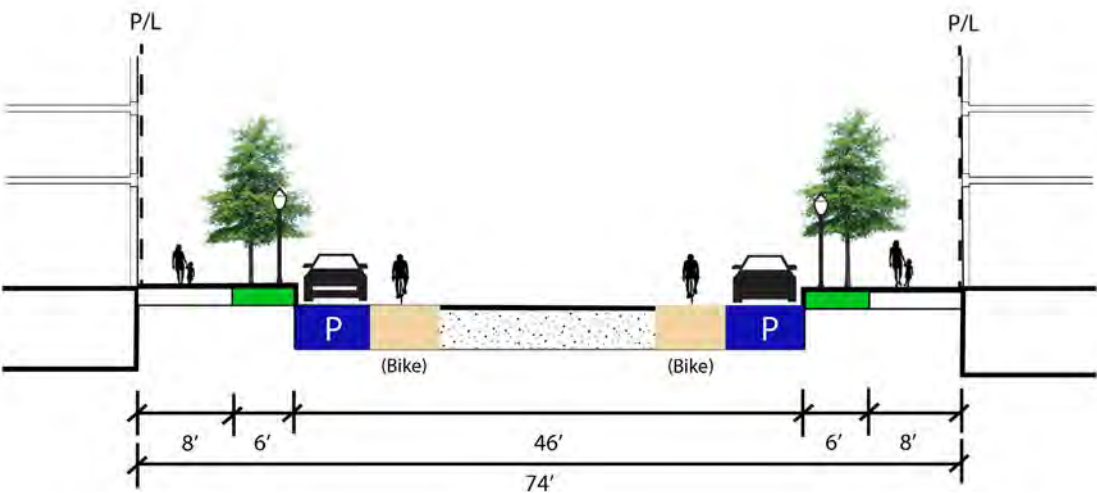


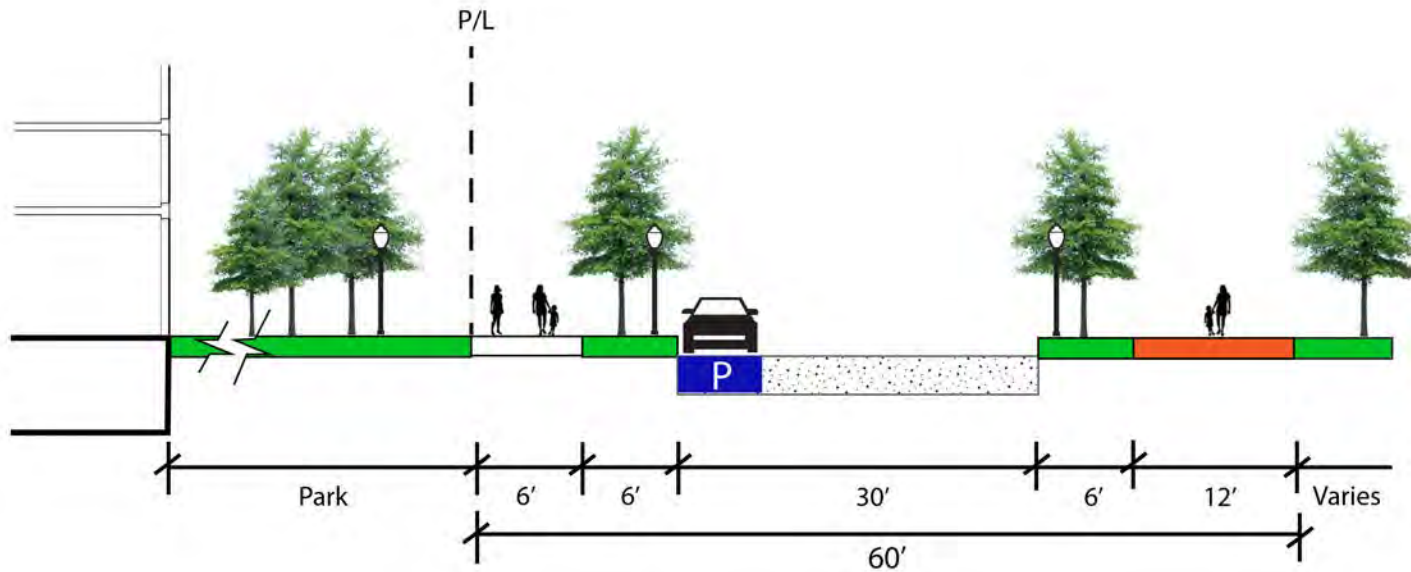
Figure 10B: Complete Streets Typology Street Sections

- Amenity Zone
- Pedestrian Zone
- Dedicated Bike Facility
- On-Street Parking
- Optional On-Street Parking ¹
- P/L
- Property Lines

- Note:
- On-street parking may be permitted on one side of the street rather than both sides to provide wider sidewalks to be determined as part of the development review process.
 - For Block 23 the width of the right-of-way may be decreased to 45 feet at the location of the existing parking structure. However, the 15 feet wide sidewalk will be provided adjacent to the new building.

Parkway¹

Blocks 1, 9A, 9B, 11, 20A, and 20B



Blocks 22, 24, and 25A

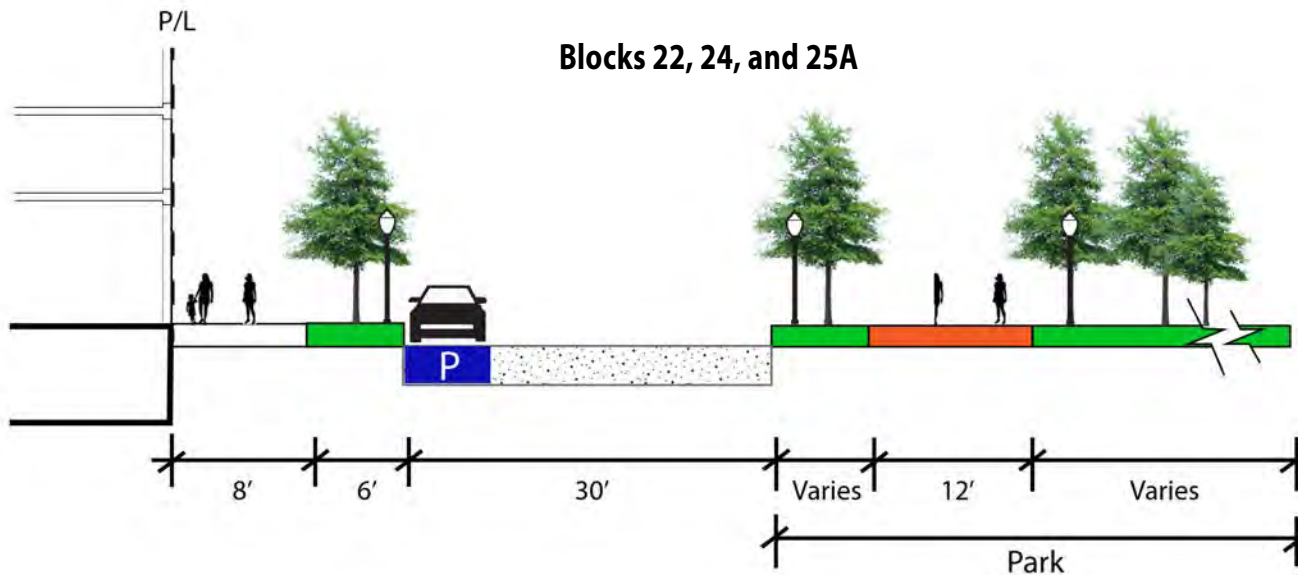
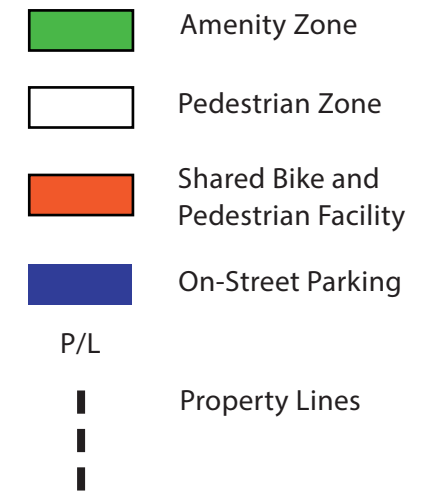


Figure 10C : Complete Streets Typology Street Sections



Note:

1. On-street parking may be permitted on one side of the street rather than both sides to provide wider sidewalks to be determined as part of the development review process.



EISENHOWER AVENUE

As the main corridor connecting Eisenhower East to nearby areas of the city, Eisenhower Avenue is re-envisioned to not only provide efficient access and connectivity for vehicles, but also as a grand urban avenue that will accommodate different types of mobility choices while prioritizing the safety of people walking and biking.

Eisenhower Avenue will include ample sidewalks with tree canopies that frame the public realm making the Avenue pleasant to walk, bike, or drive through. The envisioned 30-foot sidewalks not only accommodate all types of pedestrians, but also provide plenty of space for social interactions necessary to create a thriving people-centric urban environment.

The Avenue will be a welcome sight with design elements and landmarks that enhance access to the retail focus areas, including enhanced visible crossings connecting to Eisenhower Avenue Metrorail Station and neighborhoods core centers. Eisenhower Avenue is the connector that binds Eisenhower East together.

SHARED STREETS



A shared street is a street that balances the needs of people walking, biking, and low-speed vehicles. They are typically a local, narrow curbless street, with trees, planters, parking areas, and vertical elements in the street design to help slow vehicles. Shared streets are encouraged in key locations in the Plan area that will naturally have a higher proportion of pedestrians and occasional need for pedestrian-only access such as during events. This type of street can add to the distinctive character of Eisenhower East generally, and the retail streets in particular, attracting local and regional visitors. Appropriate locations for shared streets are the main retail focus areas, however they may be permitted in other locations if they meet the mobility and urban design goals of the Plan. If provided, the streets should continue to provide the street section dimensions of the complete street typologies generally depicted in Figures 10A, 10B and 10C.

BUILDING STREETWALL



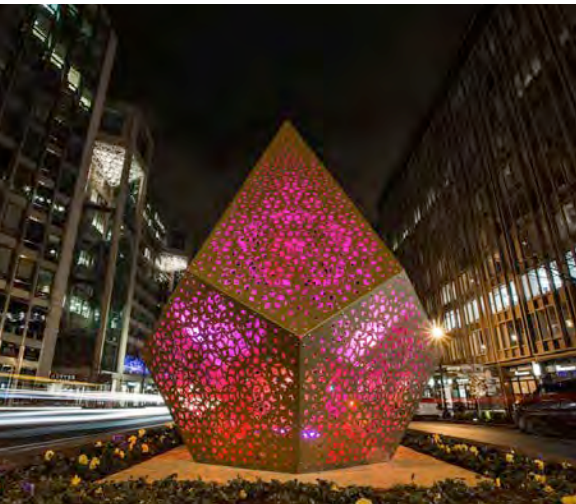
The quality of the ‘streetwall’ created by the new buildings to frame the public realm (the area composed of streets, paths, sidewalks and open spaces) is as important to the users’ experience as the design of the public realm itself. Throughout the neighborhood, the streetwall at the pedestrian level along all streets and park-facing blocks will be designed to enhance the pedestrian experience with active uses, high-quality building materials, and building setbacks, breaks or articulation.

BUILDING FORM

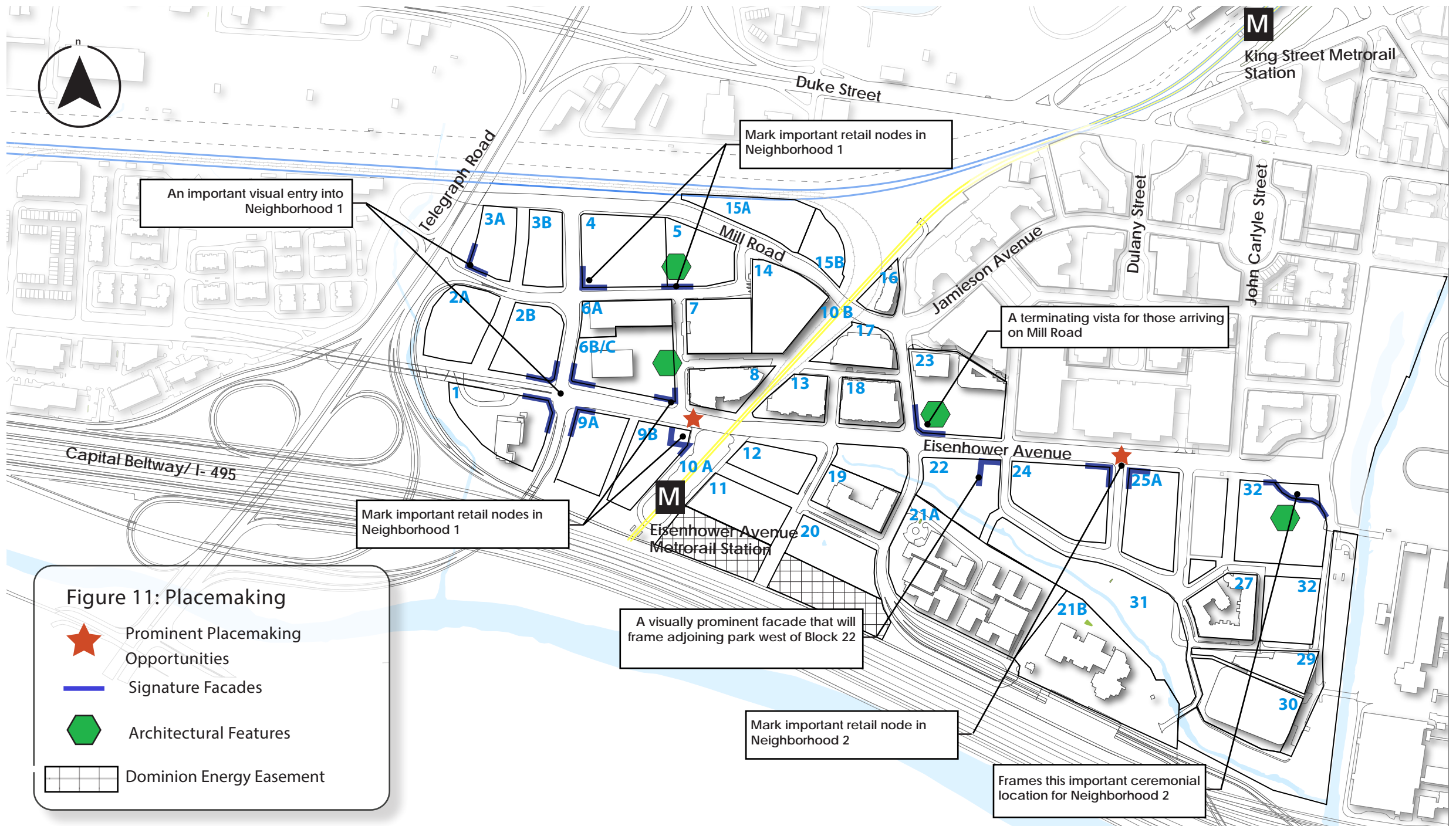


Rather than establishing maximum square footage or Floor Area Ratio (FAR) for each block, the Plan establishes parameters for the required height, open space, parking, and sidewalk dimensions that together guide the overall building form, allowing for flexibility to achieve the best building design. The Plan recommends that the building form for each block provide distinctive architecture and rooftop designs that add visual interest to the skyline, address the 18-hour environment called for in the Plan and incorporate expressive and high-quality design. Paired with the Plan’s accompanying Eisenhower East Design Standards and Guidelines, the recommendations for building form will ensure that redevelopment enhances the public realm and creates a distinctive, quality and cohesive community.

DESIGN ELEMENTS



A variety of elements in the public realm – sidewalks, street furniture, street lighting, signage, public landscaping, building setback area, and facade design – will all contribute to a pleasant and safe experience for people walking. In addition, required architectural features and signature facades are distinctive elements and/or special building forms that will be used to draw attention to or reinforce points of interest that mark the location of entries and places for each of the neighborhoods. As depicted in Figure 11, the Plan recommends incorporating these features throughout Eisenhower East, as well as visually reinforcing prominent vistas through the scale, character and orientation of new buildings in prominent locations.



PARKING

The Plan’s parking strategy seeks to balance:

- Meeting needs for parking in the short-term;
- Positioning the area to respond to future changes; and
- Applying best practices for creating urban pedestrian-oriented buildings and a public realm.

These are met through three main tools:

- Below-grade parking;
- Screening above-grade parking; and
- Designing above grade parking to be adaptable for future conversion.

For more than a decade, City plans have required below grade parking, not for its own sake, but to make sure that what is above ground is successful, dynamic and people-oriented. The City has been generally successful in obtaining below grade parking and the constructed projects are the better for it. However, below-grade parking is more expensive to build, and for this reason the City has been open to above-grade garages if the City’s urban design goals can be met.

In the most successful urban areas, the spaces above ground are devoted to people living, working, and enjoying themselves. The buildings themselves reflect this activity, with courtyards, alleyways, above ground open spaces, and a richly textured architecture reflective of the activity inside. A considerable part of the attraction of an urban environment is that feeling of vitality, not just at the ground level but above grade as well.

It would be extraordinarily challenging to achieve the good urban design that is essential to a desirable, competitive Eisenhower East if all parking is accommodated above grade. Efficient, but undesirable,

parking garage layouts fill entire blocks edge to edge with multiple floors of unscreened above grade parking. This is prohibited because of the visual impact on the street frontage experienced by people. The Plan recommends that a minimum of one level of parking be provided below grade, with the benefit of:

- Minimizing the mass of the above-grade parking;
- Promoting active uses and density at and above grade; and
- Making it easier to provide open space and building articulation at-grade – the most important part of the building for pedestrians.

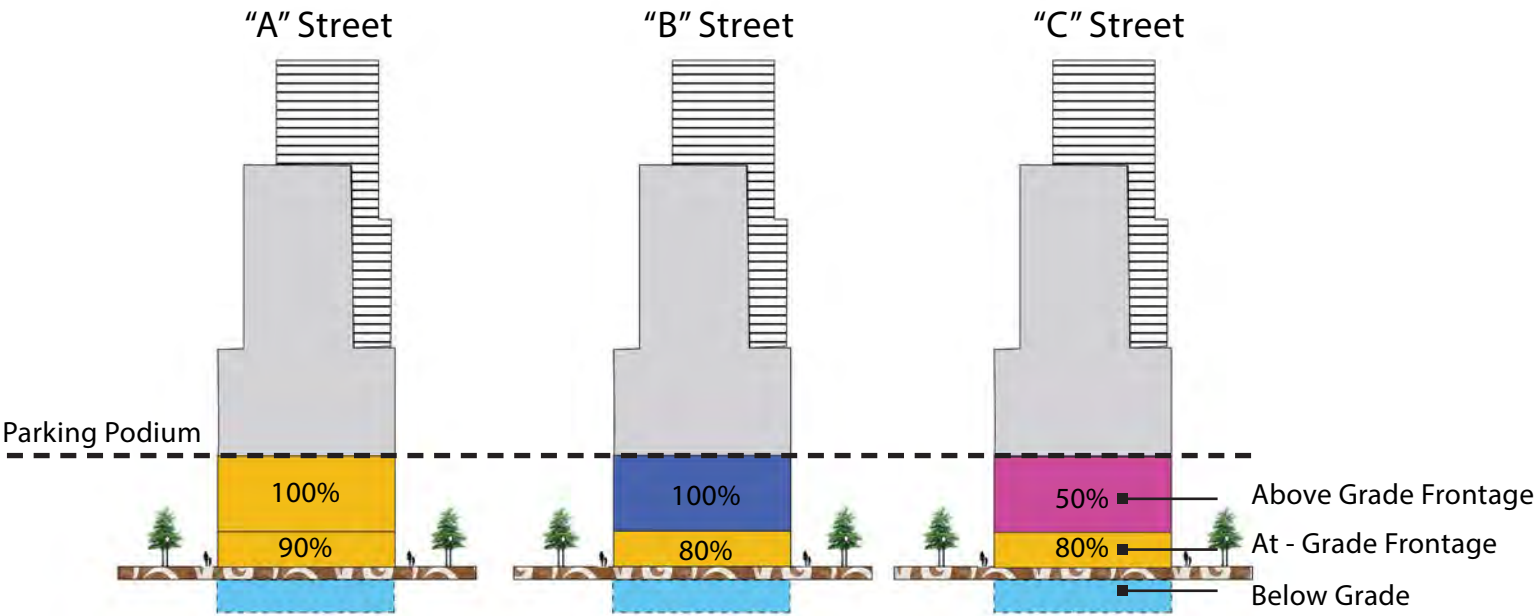


Figure 12: Parking Screening Requirements

- Active Uses
- Indistinguishable from Occupied Space
- Architectural Treatment
- One Level Below Grade

Above grade parking that would best meet the City’s urban design goals would:

- Have “active” (people serving) uses for as much of the ground floor’s perimeter as possible
- Allow the building to be shaped in a way that provides ground level open space – pathways or indentations that create design interest as well as places of refuge and activity for people
- Limit the height and mass of the project that can be devoted to parking garage

- Have the garage use screened with, in order of effectiveness:
 - “Active” uses such as offices and housing units;
 - Architectural treatments that are difficult to distinguish from active uses and the portions of the building that are occupied; and
 - Screening that is attractive but it is clear that behind that screening it is unoccupied.

At the ground level, the Plan recommends active uses except for garage entrances, loading docks, and similar. Above ground, the plan recommends that garages be screened with active uses to the extent possible (with priority given to A Streets, followed by B streets, and then C Streets) and, where active uses are not possible, with architectural treatments that are indistinguishable from the occupied portions of the building.

In order to ensure that the public realm is activated at the street level, and that buildings with above grade parking do not appear as dead space, parking garage podiums will be subject to recommendations for screening with active uses and architectural screening at a percentage dependent on the street frontage hierarchy as depicted in Figure 12. Active uses are spaces occupied by people living, working or otherwise going about their daily activities. Above grade parking will be limited to 65 feet in height, or up to 75 feet for buildings on “A” Streets with active use screening and buildings that are 100% commercial.

There may be unusual and specific situations, such as block shape, size, and geometry, where an applicant can demonstrate that it is infeasible to provide active screening or architectural treatments that are



Prohibited Parking Screening



Architectural Treatment Parking Screening

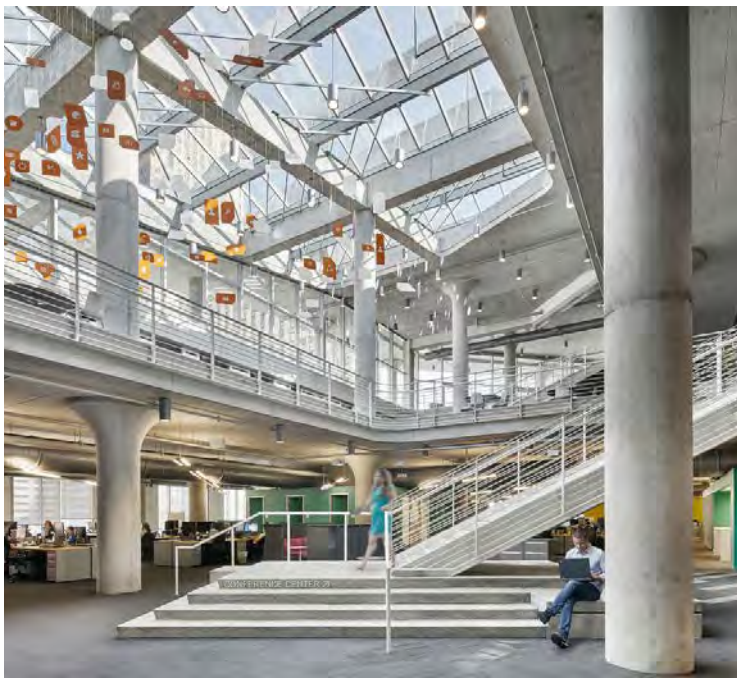


Active or Occupied Space Parking Screening

indistinguishable from active screening as recommended by the Plan; in those cases, the applicant must show how they are meeting the Plan’s urban design goals. The Design Review Board shall make recommendations prior to City Council approval of development special use cases on these issues.

Emerging transportation technologies, such as mobility on demand, micro transit, and car- and ride-sharing are substantially changing the way people travel. Moreover, the use of bike share, dockless bikes, and scooters also are contributing to a nationwide reduction in automobile ownership and use. These various mobility choices, as well as the future role and impacts of autonomous vehicles will influence the need for parking now and in the future. Based on these trends and the transit-oriented nature of Eisenhower East, this area will need less parking in the future. Therefore, the Plan recommends a proactive approach to designing new above grade parking structures so that they may be converted in the future to an occupiable use – such as affordable housing, artist housing, co-working office space, community facilities or schools -- based on future market demand.

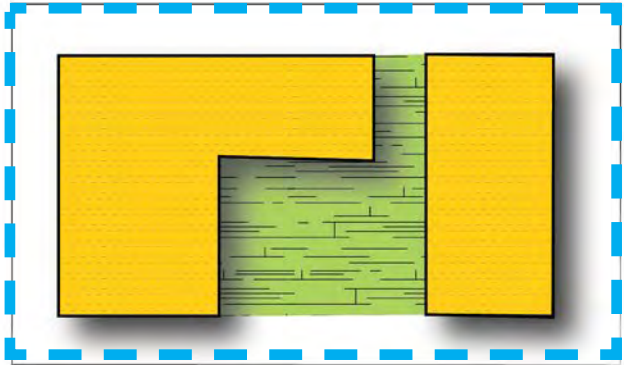
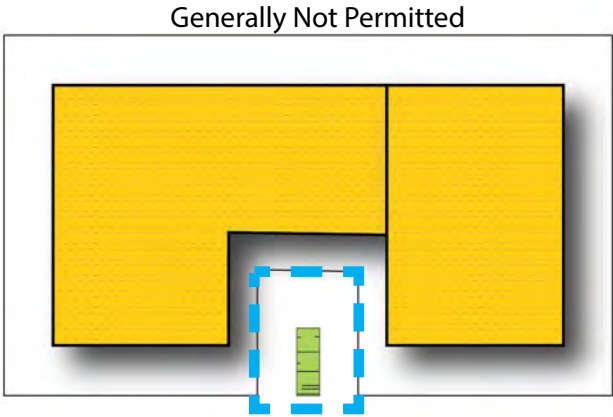
Finally, to maintain an active ground level public realm and safe pedestrian environment, the Plan encourages all passenger pickup and dropoff to take place curbside on the streets depicted in Figure 13. New surface parking lots and porte-cocheres are generally not permitted on street or open space frontages to avoid impacts to the envisioned safe, urban, people-oriented environment.



Preferred






Discouraged



Preferred

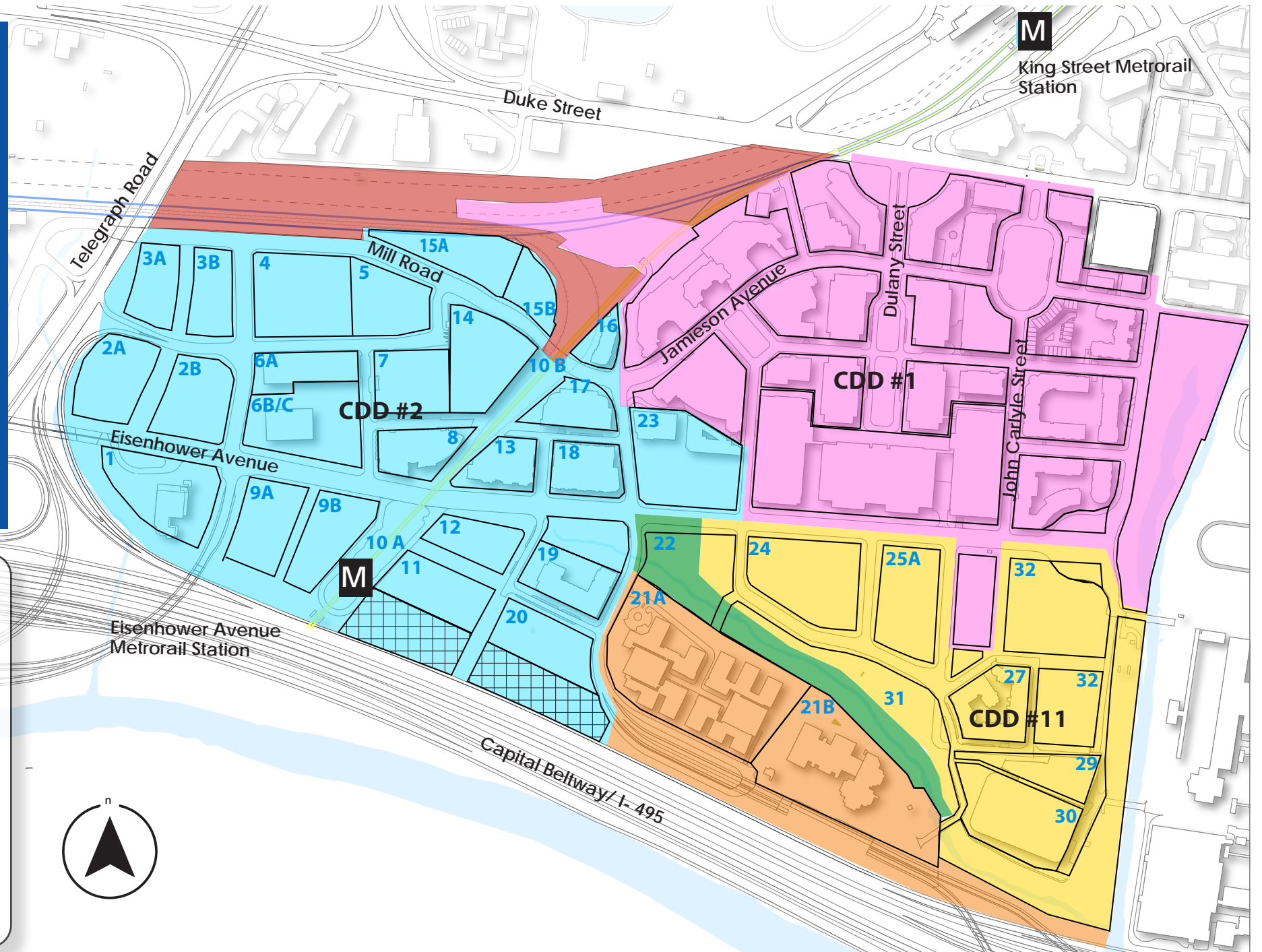
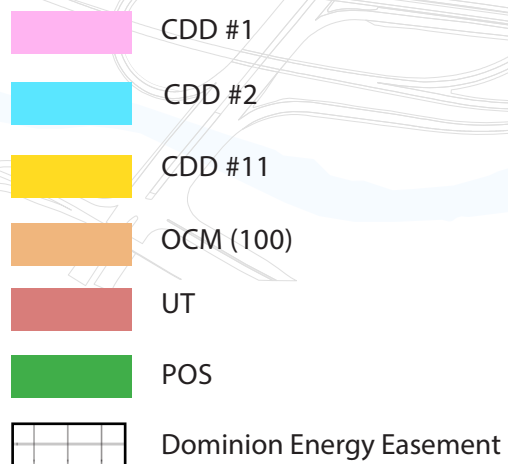
Figure 13: Preferred Passenger/
Delivery drop-off or pickup

-  Drop-off or Pickup Area
-  Building Footprint
-  People Oriented Open Space

ZONING

Zoning in Eisenhower East is implemented through Coordinated Development Districts (CDDs). Eisenhower East is comprised of three CDDs (CDD 1/Carlyle, CDD 2/Eisenhower Avenue Metro area, and CDD 11/South Carlyle), intended to encourage coordination and joint planning among multiple property owners. The Plan is not recommending any changes to the existing approved CDD 1/Carlyle. The Plan recommends amending CDD 2 to separate Block 10 into 10A and 10B and to include Block 15B. The public park on Block 31 is recommended to be zoned Public Open Space (POS). CDD amendments are to be guided by, and consistent with, this Plan.

Figure 14: Zoning



07

PLAN FOR SUSTAINABLE INFRASTRUCTURE



The Plan’s vision for a walkable mixed-use community with easy access to two Metrorail Stations, local bus service, a robust open space system, and pedestrian and bicycle networks creates the foundation for a sustainable community. In addition, Eisenhower East will demonstrate the City’s environmental leadership by implementing the City’s Environmental Action Plan, Green Building Policy, Open Space Master Plan, and Landscape Guidelines to ensure that the redevelopment of the Plan area enhances the natural environment and quality of life and improves environmental performance with new development.

Other sustainability measures recommended by the Plan include the extensive open space system that features a large natural area along the existing resource protection area on Old Cameron Run, and more than 11 new streets that will integrate progressive environmental features in coordination with Transportation and Environmental Services (TES) and through the development review process. Low impact development (LID) or Green Infrastructure (GI) stormwater design will be implemented to the maximum extent feasible to meet stormwater requirements in the plan area to improve water quality, address degraded waterways, and to manage stormwater quality and quantity in a sustainable manner.

Recognizing its proximity to the AlexRenew facility, the Plan recommends collaboration with AlexRenew to explore the feasibility of integrating a district-wide *Purple Pipe*, a program to reuse treated wastewater. Reclaimed water can be used for irrigation, vehicle washing, street cleaning, commercial HVAC systems and construction activities, among others. Using reclaimed water helps the environment by reducing nutrients discharged into the Chesapeake Bay watershed, and conserves drinking water while reducing stress on water supplies.

SANITARY SEWER + STORMWATER INFRASTRUCTURE

An important element of any planning process is analysis of infrastructure capacity in light of future development. A 2020 update to the Sanitary Sewer Master Plan is examining the anticipated phasing and land uses in Eisenhower East as part of the larger Holmes Run sewershed comprised of other redevelopment areas to the west and north (Eisenhower West, Landmark, Beauregard). This plan update will determine the timing and scope of future infrastructure improvements related to both sewer capacity and wastewater treatment capacity.

RiverRenew, a major upgrade to the AlexRenew infrastructure currently underway, will drastically reduce the amount of combined sewer overflows through the construction of conveyance and storage tunnels which will collect and convey combined sewer flows to the AlexRenew wastewater treatment facility. RiverRenew also has the added benefit of helping to reduce the potential for sanitary sewer overflows and sewer backups in Eisenhower East, along with other areas of the City, during periods of extreme wet weather.

In addition to ensuring adequate capacity, with redevelopment comes the opportunity to improve each individual site’s environmental sustainability by replacing and updating stormwater and sanitary sewer infrastructure to comply with current requirements, reducing the amount of stormwater runoff, and improving stormwater runoff quality through the installation of stormwater best management practices (BMPs).



08

**IMPROVE MOBILITY
+ SAFETY**



Through an interconnected street framework based on walkable urban blocks, the Plan focuses on accommodating all people walking, biking, using transit or driving. To that end, the Plan is based on a transportation system that reduces the need to own a car by providing safe, convenient, connected, and affordable alternative options.

COMPLETE STREETS FRAMEWORK

The Plan prioritizes pedestrians and cyclists by creating a more balanced, responsive streetscape and reclaiming space for people. The neighborhoods will include a variety of street typologies, each with a different character and function as depicted in Figure 10. This will promote safe and flexible mobility for all users and the desired character of the public realm, consistent with Alexandria’s Complete Streets Design Guidelines and definitions.

PEDESTRIAN CONNECTIONS + SAFETY IMPROVEMENTS

Enhancing the existing pedestrian network provides additional connectivity and mobility alternatives, connects Eisenhower East to other neighborhoods, and delivers the opportunity for a healthy lifestyle. Improving the public realm through streetscape enhancements that prioritize people increases the mobility options of different users and improves their quality of life. Eisenhower Avenue, as currently designed, emphasizes the throughput of cars over people.

As depicted in Figure 15, the Plan recommends safety improvements to the pedestrian crossings on Eisenhower

Avenue east of the Metrorail Station. Particular attention is recommended at the future retail focus area in Neighborhood 2 and at the Mill Road and Eisenhower Avenue intersection, and for people walking and biking to and from the Eisenhower Avenue Metrorail Station. Safety enhancements may include leading pedestrian intervals, high visibility crosswalks, pavers, raised crosswalks, new signalized pedestrian crosswalks, and other tools to make walking a safe and comfortable option. A distinctive crosswalk option at the Metrorail Station, such as an all-cross and/or unique crosswalk markings or pavers, is recommended to further emphasize this important pedestrian connection.

In addition, the Plan continues to recommend implementation of plans to convert the Eisenhower Avenue roundabout to a “T” intersection. This improvement was recommended to provide pedestrian safety benefits by slowing vehicles and eliminating free right turns. In addition, the “T” intersection results in open space on the north and south side of Eisenhower Avenue as redevelopment occurs.

BICYCLE NETWORK + SAFETY

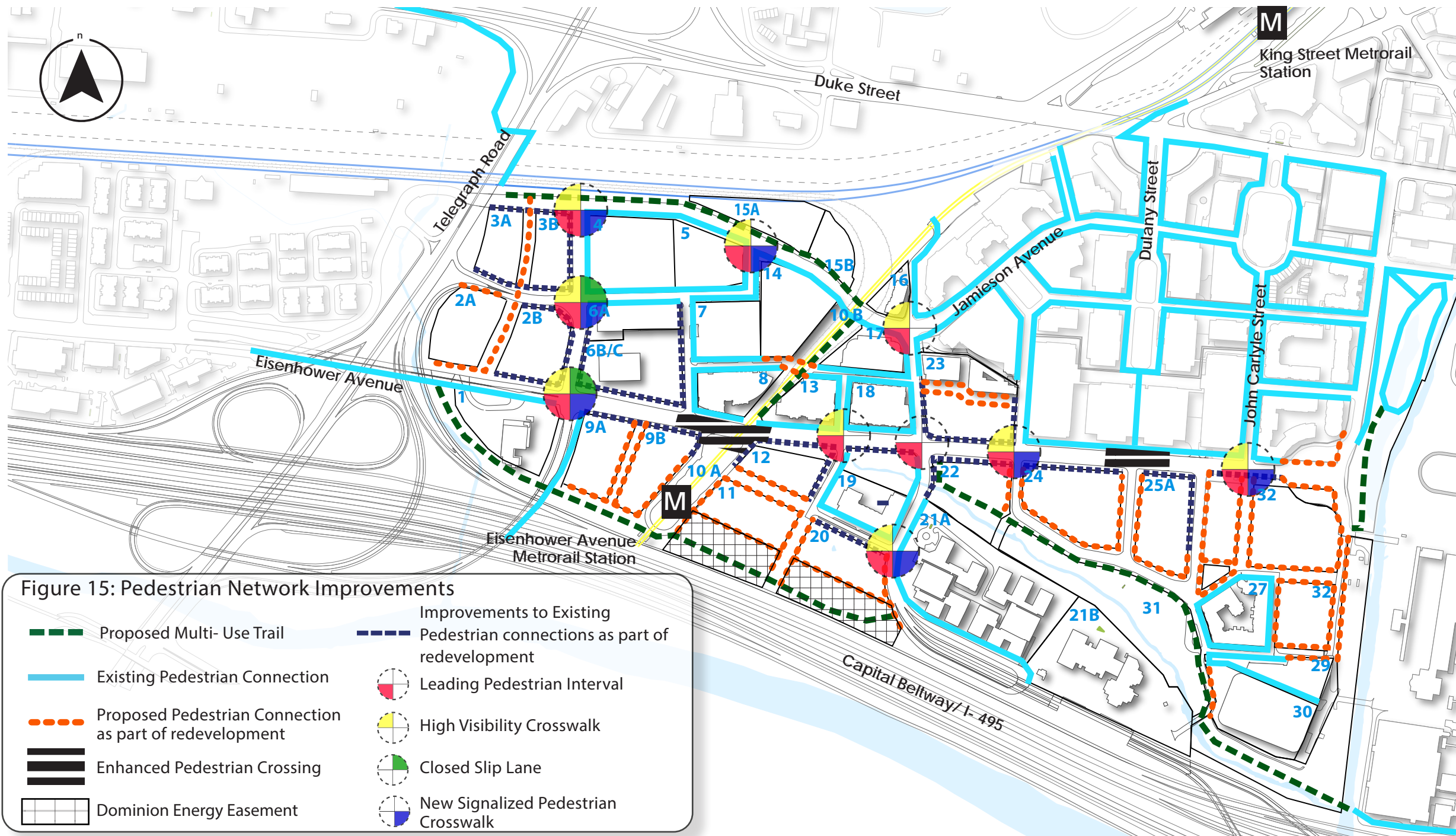
In an effort to better accommodate existing cyclists in the Plan area and encourage future users, the enhanced bicycle network (Figure 16) provides both on- and off-street facilities and additional safety features to serve all types of users, from commuters to recreational riders. The Plan recommends exploring interim dedicated bike facilities on Eisenhower Avenue with the goal of providing future permanent dedicated facilities as redevelopment occurs.

Shared lane markings are also proposed on selected streets to mark potential routes and enhance vehicle awareness of cyclists. The Plan recommends that the design of intersection improvements on Eisenhower Avenue consider the safety and convenience of cyclists in accordance with the Complete Street Design Guidelines.

OTHER PEDESTRIAN/BIKE IMPROVEMENTS

Improving accessibility and connections to surrounding neighborhoods for people walking and biking is a key goal of the Plan. While the eastern portion of Neighborhood 2 already features some existing and proposed bike connectivity, Neighborhood 1’s accessibility is more limited. A north-south connection is desirable to providing additional access to the neighborhood from adjacent neighborhoods of the city.

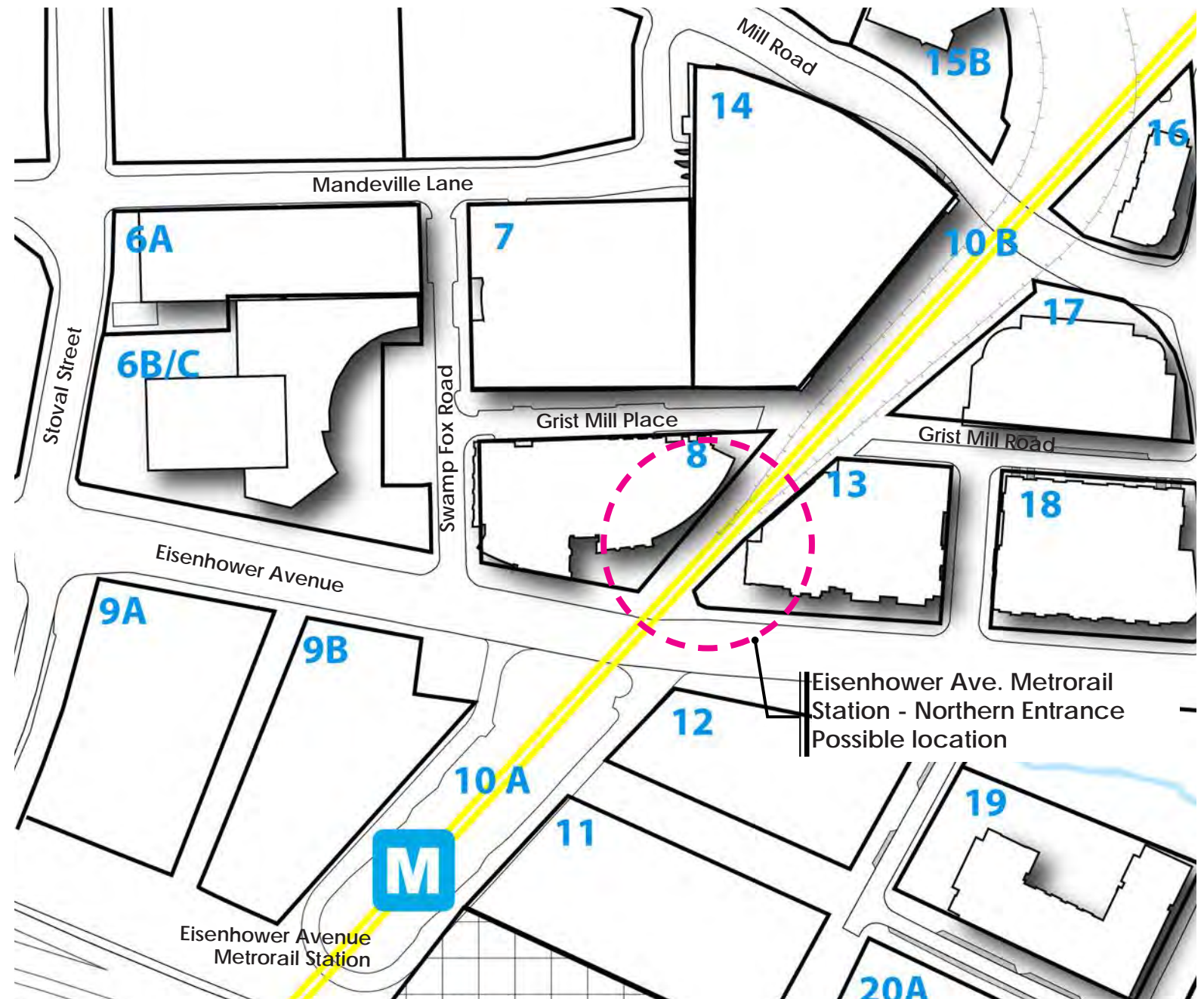
The Plan recommends exploring improvements to the existing tunnel at Mill and Telegraph Road enabling access to Witter Recreational Fields and other neighborhoods to the north and west of Eisenhower East. If replacement or substantial improvement to the tunnel structure is not feasible, the Plan recommends improvements to the tunnel entrances such as improved accessibility for pedestrians and cyclists and overall improvements to drainage and landscape. As an alternative to tunnel improvements, the Plan recommends exploring Telegraph Road or other equivalent options to allow for safe and attractive pedestrian and bike access to Duke Street and neighborhoods to the north.

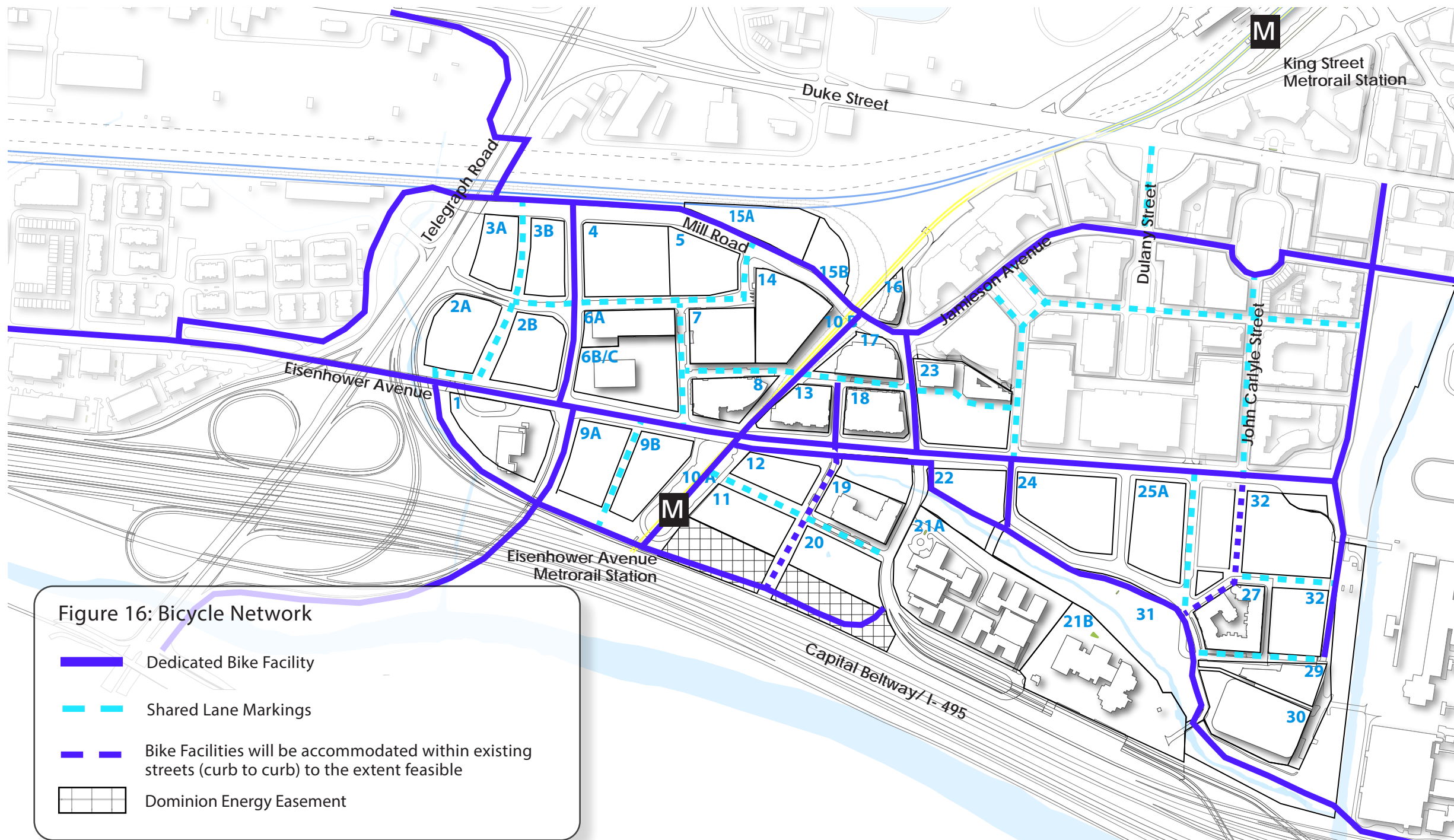


EISENHOWER AVENUE METRORAIL STATION - NORTHERN ENTRANCE

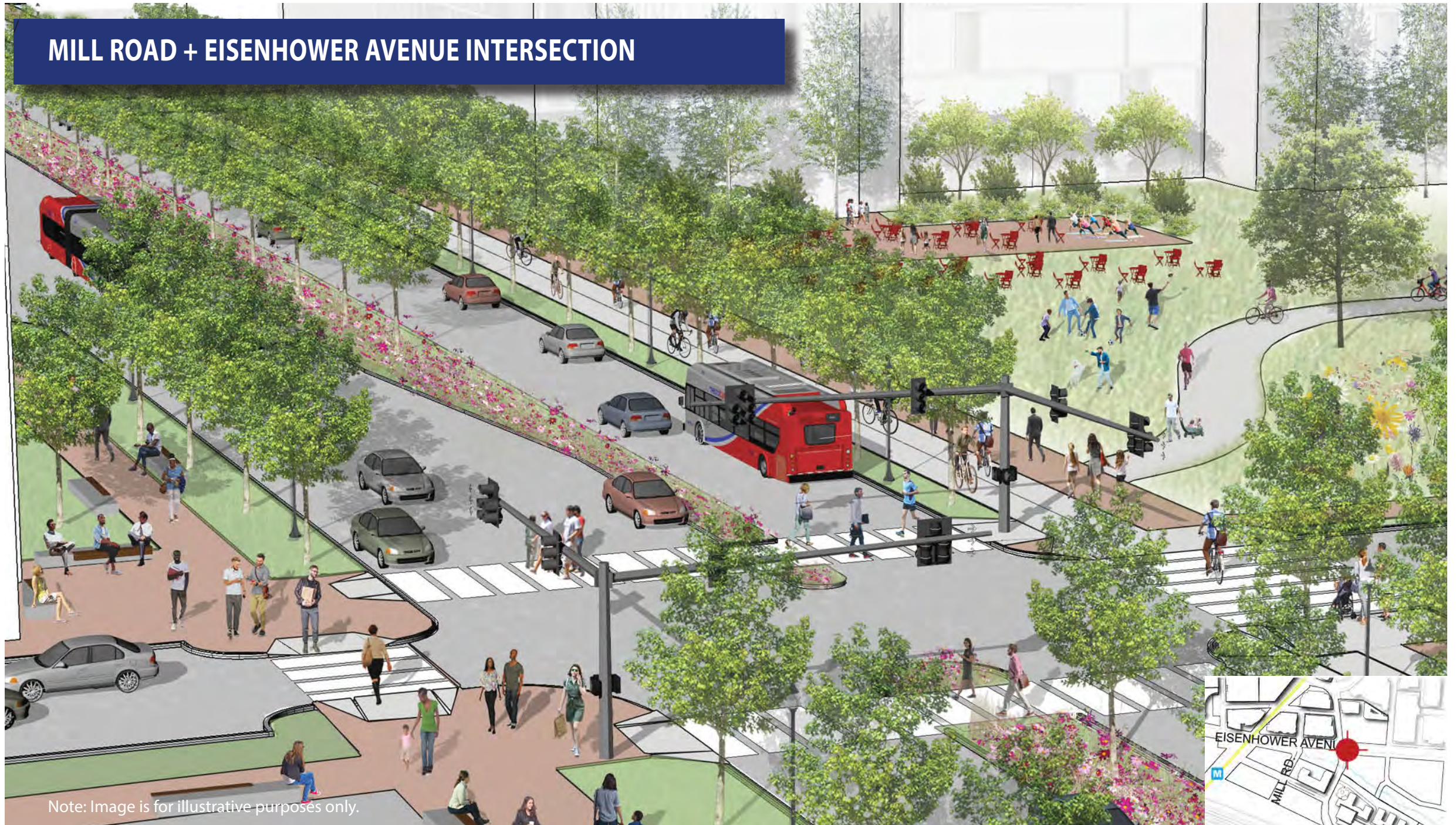
The Plan recommends that the feasibility of a second Metro access point on the north side of Eisenhower Avenue be explored as redevelopment occurs. Making Metro usage as easy and as seamless as possible helps encourage potential users to consider transit over driving. This entrance would function similarly to the second entrance point at the King Street Metrorail Station, which gives users easy and safe access to and from destinations north of King Street.

A new entrance would require a study in coordination with WMATA to assess cost implications as well as technical feasibility.





MILL ROAD + EISENHOWER AVENUE INTERSECTION



Note: Image is for illustrative purposes only.

URBAN PLAZA (BLOCK 10A)



Note: Image is for illustrative purposes only.



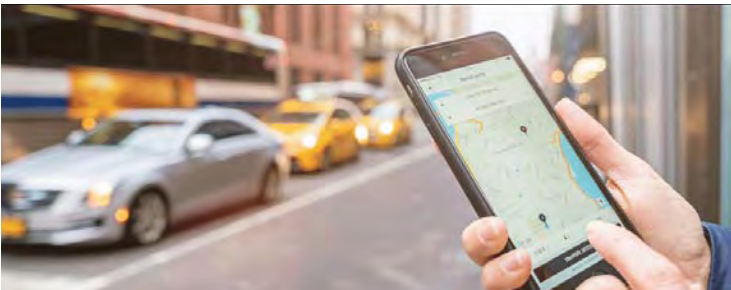
MULTIMODAL TRANSPORTATION STUDY

A multimodal transportation study was conducted to evaluate the transportation impacts of total planned density of 19.1 million square feet over the 30-year build out of the Plan. The planning-level study evaluated the order of magnitude impacts associated with the Plan’s potential redevelopment projections. The study found that although a significant increase in density is proposed, locating the additional development in this walkable, bikeable, urban area within walking distance of two Metrorail Stations means the impacts on the surrounding transportation network will be manageable, assuming recommendations and mitigation measures are implemented. Mitigation measures and network-wide improvements were explored at 25 intersections. With these measures in place, the analysis showed that traffic operations with proposed development will improve or be consistent with existing conditions.

The transportation study emphasized that in order for the Eisenhower East area to realize the goal of becoming a walkable and bikeable urban area, and to attain the higher proportion of non-auto transportation assumed in this analysis, it is critical that alternate modes of travel be prioritized, which the Plan recommends. Elements to achieving this vision include walkable block sizes and connectivity; addressing traffic signal cycles; implementing increased bus service; enhancing bicycle infrastructure; and strategies to encourage the use of non-auto modes of travel. The planned street, pedestrian and bicycle network provides easy, direct access to Metrorail stations for pedestrians and cyclists, as well as dispersion of vehicular traffic.

In addition, the study found that a substantial portion of current volume is comprised of regional cut-through traffic, including a sizeable number of drivers who exit I-495 at Telegraph Road and travel on Eisenhower Avenue briefly only to re-enter I-495 at Mill Road in order to avoid an area of congestion on I-495. Research and data indicate that regional cut-through traffic will be displaced by local traffic as redevelopment occurs.

All future development applications associated with the Plan will be responsible for implementation of transportation improvements and may be required to conduct additional transportation studies to analyze the specific impacts of proposed projects based on transportation data available at that time, as well as refined development information. The studies will also update the traffic impacts associated with specific development and refine the recommended improvements to the transportation network.



09

RECOMMENDATIONS



ENHANCE HOUSING AFFORDABILITY

- Developer shall provide ten percent of new residential rental development as committed affordable rental housing. “New” residential development is residential square footage above the 2003 Plan “Base” as reflected in Table 5 - Base Development.
 - Residential development resulting from the conversion of commercial development as reflected in the Base Table (Table 5) is excluded from the ten percent requirement.
 - Modifications to the ten percent housing affordability requirement may be considered by City Council at the time of approval of a development special use permit in limited circumstances if unanticipated changes to the market and/or atypical site conditions impact project feasibility. Factors that may be considered, for example, include the operations of income-generating uses and construction costs relative to projected rents and sale prices, beyond general trends. Reductions of the housing affordability requirement will be determined through a third-party analysis based on information submitted by the developer as part of the development submission but in no case will be less than five percent.
 - In cases where the City believes that more than ten percent of affordable housing can be efficiently achieved based on additional density granted, and/or through City technical or financial assistance, a third-party financial analysis will similarly be required to confirm the feasibility of staff’s recommendation.
- Committed units shall have rents affordable to households with incomes at 60% of the area median income (AMI).
 - Developer shall provide committed affordable homeownership units in new residential condominium or other for-sale development (Table 5 – Base Development) based on an equivalency analysis completed at the time development proposals are submitted. The level of affordability of committed affordable homeownership units will be consistent with the affordable housing policies and procedures in effect at the time development proposals are submitted; the units will have covenants restricting future resale to ensure long term affordability.
 - All committed affordable units will be affordable for a term of 40 years.
- Achieve an additional five or more percent of new residential development (Table 5 – Base Development) as committed affordable housing through public-private-nonprofit partnerships.
- Developer to provide contributions on new commercial development (Table 5 – Base development) to the Housing Trust Fund consistent with the City affordable housing contribution policies and procedures in effect at the time development proposals are submitted.
- Developer contributions on base development (Table 5 - Base Development) to the Housing Trust Fund will be consistent with the City affordable housing contribution policies and procedures in effect at the time development proposals are submitted.
- Pursuant to Section 7-700 of the Zoning Ordinance, bonus density in excess of 30% is allowed to encourage the production of additional affordable units.
- Build partnerships among public, private, and nonprofit entities to maximize the use of private and public land and to leverage all available resources for the development of affordable housing, including units proposed to be owned or operated by the Alexandria Redevelopment and Housing Authority (ARHA).
- Encourage co-location of affordable housing with future municipal uses, including schools, where feasible.
- Permit micro-units to enhance housing affordability options.
- Offer a range of housing types to accommodate different household sizes and compositions, including studio, one-, two-, and three-bedroom units.
- Encourage universal design to enable residents to age-in-place and to improve the safety and utility of housing for people with disabilities; visitability features should be incorporated to ensure all new homes are accessible to people regardless of their physical abilities.

**CREATE NEIGHBORHOODS + CONNECT
OPEN SPACES**

Neighborhoods

- 11. Encourage uses and design strategies that are unique and varied to further reinforce development of each neighborhood’s character (Figure 2).

Open Space

- 12. Provide at-grade publicly accessible open space network as generally depicted in Figure 3B and specified in Table 1 Development Summary.
- 13. The open space network will include a mixture of active, passive, natural, educational, entertainment and social elements for all ages and abilities. Park typologies will be generally consistent with Figure 3C.
- 14. Each block will be responsible for the design and construction of the required on-site publicly accessible open space as generally depicted in Figure 3B and 3C and in the amount specified in Table 1 as part of the development of the block(s).
- 15. Each open space will be made accessible and usable to the public through dedication or provision of perpetual public easement to the City. Specifics related to the design, configuration and programming will be determined during the development of each open space as part of each building, and/or by open space guidelines the City may adopt.

- 16. In addition to the required publicly accessible open space specified in Figure 3B, each block developed with a residential use will provide a minimum 25% at- or above-grade open space. The percentage will be based on the development block, excluding required streets and parks. Blocks required to provide on-site publicly accessible open space as depicted in Figure 3B and Table 1 are eligible for a one-for-one credit toward the open space percentages specified.
- 17. Interim recreational and entertainment uses on the existing surface parking lots (if not otherwise used as required parking) are encouraged to the extent feasible.
- 18. One-story accessory park structures with supporting uses may be provided within the required publicly accessible open spaces to enhance visitors’ experience and enable longer stays, if consistent with the intent of the open space and the Plan, and approved as part of the development review process.
- 19. Provide a new publicly accessible open space under the WMATA Metrorail tracks on Block 10B as depicted in Figures 3B and 3C that incorporates a variety of physical and programming elements as recommended in the Plan. Consider interim improvements in the early phase of implementation. The interim and final design will require coordination and approval by WMATA, the property owner, and all other applicable approvals.

LAND USES

Invite the Region

- 20. Encourage and accommodate neighborhood activation and creative placemaking (with special emphasis on the Retail Focus Areas) through programming on sidewalks, open spaces and streets, such as, but not limited to urban food gardens; farmers and/or art and craft markets; outdoor beer gardens; children’s playspaces, and dog parks; festivals, events, and performances; food trucks; public art; outdoor fitness classes or educational forums; and year-round activities.
- 21. Encourage the use of temporary and permanent public art for each building and open space, such as but not limited to murals, street painting, or sculptures, consistent with the City’s Public Art Policy, that will promote neighborhood identity in Eisenhower East.
- 22. Encourage the use of temporary and permanent parklets to provide additional outdoor spaces, particularly within the Retail Focus Areas.

Enable Flexibility in Land Uses

- 23. Development blocks will be subject to all requirements of the Development Summary Table (Table 1), the Land Use Map (Figure 4), and the Eisenhower East Design Standards and Guidelines.
- 24. Development blocks with multiple phases of construction will submit a phasing plan demonstrating how the blocks will meet the minimum land use requirements depicted in Figure 4 and the Development Summary Table 1.

- 25. Home for the Elderly and other comparable senior-serving uses are permitted on all “Flex Blocks” where commercial uses are allowed, but do not count toward minimum commercial requirements specified in Figure 4. Home for the Elderly and other comparable senior-serving uses are not permitted on the 100% commercial blocks.
- 26. Institutional, recreational, medical, and educational uses are permitted on all blocks where commercial uses are allowed.
- 27. Community facilities (public school, recreation or library satellite space, indoor community meeting space, and other comparable community serving public uses) are permitted within each development block. Community facilities will not count against a building’s maximum volume or height in Table 1, and the building may exceed the maximum height limit by the number of floors provided by the community facility.
- 28. Uses such as warehouse, storage, and data centers that are not consistent with the Plan’s intent for people-focused neighborhoods, are not permitted.

Concentrate Retail in each Neighborhood

- 29. Provide ground floor retail uses in the required Retail Focus Areas as generally depicted in Figure 5. The intent of the Retail Focus Areas and retail uses within is to support a high degree of pedestrian activity and to activate the adjacent street and/or open space. To achieve this goal, businesses should have transparent and unobstructed windows that provide passersby a view of the activity inside, doors, signage, and outdoor areas where feasible.

- 30. Permitted uses in the Retail Focus Areas include retail, restaurant, personal service, and amusement enterprise. Permitted uses in the Retail Focus Areas should generally constitute a majority of the ground floor space. Non-typical retail uses such as coworking or distilleries/breweries that have a high degree of pedestrian activity may also be allowed to a limited extent if they meet the intent of the Retail Focus Area described above and provide some public serving component (such as hosting community meetings and public functions, including an embedded retail/restaurant, or providing outdoor seating). Care should be taken to foster a variety of uses and to ensure that the Retail Focus Areas not be dominated by any one non-typical retail use.
- 31. Personal service uses on the ground floor within the required Retail Focus Areas should be limited to a frontage less than 50 feet for each building.
- 32. Retail uses may be provided in other locations if consistent with the intent of the Plan.
- 33. Residential and Commercial Lobbies are strongly discouraged on the ground floor fronting retail streets within the Retail Focus Areas. They may be permitted if limited in size and if another location is not feasible.
- 34. Retail spaces on the ground floor fronting retail streets in the Retail Focus Area will have a minimum depth of 30 feet as depicted in Figure 5A.
- 35. All buildings will provide a minimum ground floor to ceiling height of 15 feet, with a preferred ground floor to ceiling height of 18 feet.

- 36. A coordinated retail management structure such as a business improvement district, owners’ association or similar entity is encouraged within the retail focus areas.

Interim Placemaking

- 37. Consider regulatory incentives to encourage interim placemaking strategies that incorporate programming, retail and entertainment uses.

Community Facilities

- 38. To the greatest extent feasible, community facilities will be co-located with other uses, including affordable housing.
- 39. Dedicate land or provide area necessary to construct a public school facility in the Plan area within the next 10 years to accommodate the additional student population generated by the proposed development. The construction cost and interior construction of the facility will be assumed by the City. As a community facility, the school will not count against a building’s maximum volume or height, and the building may exceed the maximum height limit by the number of floors provided by the school. The size, location and timing will be addressed as part of the CDD approvals.

FOCUS DENSITY + HEIGHT

- 40. Provide building heights consistent with the range of allowed maximum and minimum heights depicted in the Development Summary Table 1 and Figure 6.
- 41. Provide a variety of building heights within each block as established in the Eisenhower East Design Standards and Guidelines.

ACHIEVE EXCELLENCE IN DESIGN + FORM

Design Standards and Guidelines

- 42. Revise Eisenhower East Design Standards and Guidelines to incorporate the recommendations of this Plan.

Street Network and Blocks

- 43. Provide streets and blocks as generally depicted in Figure 8 and provide perpetual public easements and/or dedicate streets and sidewalks to the City.
- 44. As part of redevelopment on Blocks 1 and 2 reallocate existing portions of City right of way (Taylor Drive) to implement the street network consistent with Figure 8.

Street Hierarchy

- 45. Provide streets consistent with the street hierarchy depicted in Figure 9.
 - a. Curb cuts are prohibited on “A” Streets.
 - b. Curb cuts are allowed on “B” and “C” Streets based on the context of each site and will be evaluated during the development review process.

Complete Streets

- 46. Provide streets consistent with the complete street typology map in Figure 10 and with the street sections in Figures 10a, 10b, and 10c.

Design Elements

- 47. Buildings will provide required architectural features and signature facades as depicted in Figure 11.

- 48. Signature façades fronting “A” Streets and public open space, as depicted in Figure 11, will use design and materials that convey the importance of its prominent location.
- 49. Explore creative and innovative ways to implement prominent placemaking opportunities in locations identified in Figure 11.

Building Form

- 50. Ground level building breaks, mid-block pedestrian connections or building articulation will be provided to avoid long, uninterrupted building elevations as generally depicted in Figure 7.

Parking

- 51. The Plan encourages all passenger pickup and dropoff to take place curbside on the streets depicted in Figure 13. New permanent surface parking and porte cochères are generally not permitted on street frontages or open space frontages.
- 52. A minimum of one full level of parking will be located below grade, if not precluded by environmental contamination or soil stability issues.
- 53. The maximum height of an above grade parking podium is 65 feet, except as outlined below:
 - a. The maximum height of an above grade parking podium is 75 feet for: 1) buildings on “A” Streets that meet the 100% above grade active use screening requirement for the “A” street frontage or 2) buildings that are 100% commercial (exclusive of Homes for the Elderly or comparable senior-serving uses).

- 54. The above grade parking podium levels will be designed to be convertible to occupiable space with a minimum clear floor to floor height of 10 feet.

At-Grade Garage Podium Façades

- 55. At-grade garage podium façades (see Figure 12) will be screened as follows:
 - a. Fronting “A” Streets the parking will be screened with 90% active uses. The non-active portion will consist of the same materials and windows as the building.
 - b. Fronting “B” Streets, and/or fronting open space, the parking will be screened with 80% active uses. The non-active portion will consist of the same materials and windows as the building.
 - c. Fronting “C” Streets the parking will be screened with 80% active uses. The non-active portion will consist of the same materials and windows as the building. The required active use percentage on “C” streets may be reduced if necessary, to accommodate loading docks and garage entrances.
 - d. Projects may meet the above by combining the above percentages across all facades, but no façade may be screened with less than 30% active uses.
 - e. Exemptions from at-grade active use percentages:
 - i. Parking fronting existing heavy rail (CSX and Norfolk Southern rail corridor) not fronting a public/private street or public park.
 - ii. Parking fronting existing unscreened at/above grade parking on “C” streets.

- iii. Parking fronting Telegraph Road not fronting a public/private street or public park;
- iv. Parking fronting AlexRenew and Holland Lane on C streets, with the provision of two acres of open space. If two acres of open space are not provided, the parking structures will comply with all applicable requirements; and
- v. Frontages exempted from active-use requirements will be screened with architectural treatment to match the rest of the building elevation.
- f. At-grade active use screening will be a minimum depth of 30 feet.
- g. The portions of the garage façade located immediately below the building towers should be integrated into the overall building tower design. The design of the parking podium facades between towers should use building materials and windows compatible with the towers.
- h. Urban Murals, art, and green walls may comprise a limited portion of the screening, subject to the design review process.

Above-Grade Garage Podium Façades

56. Above-grade garage podium façades (See Figure 12) will be screened as follows:
- a. Fronting “A” Streets, the parking will be 100% screened with active uses.
 - b. Fronting “B” Streets and open space, the parking will be 100% screened to be indistinguishable from occupied space with glass windows, lighting,

- window treatments, and the same materials as the building.
- c. Fronting “C” Streets, the parking will be 50% screened with architectural treatment to match the rest of the building elevation.
- d. Mechanical ventilation will be provided, if needed to accommodate the percentages of screening for above grade parking.
- e. Screening will not employ spandrel glass other than at slab or column conditions.
- f. The portions of the garage façade located immediately below the building towers will be integrated into the overall building tower design. The design of the parking podium between the towers will use building materials and windows compatible with the towers.
- g. Urban Murals, art, and green walls may comprise a limited portion of the screening, subject to the design review process.
- h. Exemptions from above-grade active use screening percentages:
 - i. Parking fronting existing heavy rail (CSX and Norfolk Southern rail corridor) not fronting a public/private street; and
 - ii. Parking fronting existing above grade unscreened parking on C Streets;
 - iii. Parking fronting Telegraph Road;
 - iv. Parking fronting AlexRenew and Holland Lane on C streets, with the provision of two acres of open space. If two acres of open space are not provided, the parking structures will comply with all applicable requirements; and

- v. Frontages exempted from active-use requirements will be screened with architectural treatment to match the rest of the building elevation.

57. There may be unusual and specific situations where an applicant can demonstrate that it is infeasible to provide active screening or architectural treatments that are indistinguishable from active screening as recommended by the Plan; in those cases the applicant must show how they are meeting the Plan’s urban design goals. Modifications for frontages will vary based on each frontage’s visibility and adjoining uses. For example, park frontage will have less flexibility for modifications than rail corridor frontage. In no case will the modification be less than 50% of the recommendation of the Plan.

Zoning

58. Revise the Coordinated Development District (CDD) zoning for CDD 2 to separate Block 10 into 10A and 10B, and to include Block 15B.
59. Amend CDD 2 and CDD 11 for consistency with the recommendations of the Plan.

PLAN FOR SUSTAINABLE INFRASTRUCTURE

60. Implement new streets consistent with Figure 8.
61. As part of the redevelopment for each block, coordinate with AlexRenew to explore the feasibility of integrating a district-wide Purple Pipe to reuse treated wastewater.

- 62. Comply with current sanitary sewer and stormwater policies and regulations.
- 63. Implement stormwater treatment through green infrastructure to the maximum extent feasible.
- 64. To provide protection of sensitive environmental areas and improve the quality of waterways within the plan area, remove existing buildings and other existing impervious surfaces from the RPA to the extent feasible concurrent with the redevelopment of sites on which they are located.

ENHANCE MOBILITY + SAFETY

Complete Streets Framework

- 65. As part of redevelopment, implement street network improvements consistent with the City’s Complete Street Design Guidelines, Vision Zero Action Plan, Transit Vision Plan, and the Environmental Action Plan.
- 66. As part of redevelopment, provide a continuous, connected, and accessible network that enables people of all ages and abilities to move safely and comfortably within the neighborhoods and to destinations outside the neighborhoods.

Pedestrian Connections, Bicycle Network and Safety

- 67. As part of redevelopment of each block, provide internal pedestrian connections shown in Figure 15 within the blocks, where feasible.
- 68. As part of redevelopment of the adjoining blocks, implement safe pedestrian crossings generally consistent with Figure 15.

- 69. Provide an enhanced pedestrian crossing on Eisenhower Avenue at the Eisenhower Avenue Metrorail Station consistent with Figure 15.
- 70. As part of redevelopment, enhance pedestrian crossings on Eisenhower Avenue east of the Metrorail Station, with particular attention to the location of the future retail Focus Area in Neighborhood 2.
- 71. As part of redevelopment, improve the Mill Road and Eisenhower Avenue intersection consistent with Figure 15.
- 72. As part of redevelopment, improve connectivity for people walking and biking to and from the Eisenhower Avenue Metrorail Station.
- 73. As part of redevelopment of each block, implement the on- and off-street bicycle network consistent with Figure 16.
- 74. Provide a safe and accessible pedestrian and bicycle connection for people of all ages and abilities between Witter Field and the Eisenhower area via improvements to the existing connection at Mill Road or another comparable connection.
- 75. Explore options for an interim bike facility on Eisenhower Avenue.

Eisenhower Avenue Metrorail Station – Northern Entrance

- 76. Pursue the feasibility of a northern Metrorail Station entrance.

Streets

- 77. As part of redevelopment of each block, implement the grid of streets and blocks as generally depicted in Figure 8.
- 78. Dedicate to the City (or provide public access easements on) all streets, sidewalks, and rights-of-way.
- 79. Each development block fronting onto Eisenhower Avenue will be responsible for the design and construction of Eisenhower Avenue to centerline as generally depicted in Figure 10A as part of the redevelopment of each site or provide an equivalent monetary contribution.
- 80. Shared streets will generally comply with the following recommendations:
 - a. Shared streets will be curbsless and provide the flexibility to potentially/periodically close for programming and events.
 - b. Ensure that the street is designed to function as a smaller/neighborhood street. Incorporate special pavement treatment; explore materials/pavers or vertical elements to slow traffic and promote walkability and safety.

PURSUE STRATEGIES FOR IMPLEMENTATION

- 81. Establish developer contributions policy to implement community amenities identified in Plan.
- 82. Establish developer contributions fund(s).

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**PURSUE STRATEGIES
FOR IMPLEMENTATION**



IMPLEMENTATION

The Plan establishes a 30-year framework to guide future planning and development throughout Eisenhower East with redevelopment occurring in multiple phases. A major element of this framework is implementation of the community amenities recommended to mitigate impacts from development and enhance the quality of life for residents, employees and visitors to the area. In Eisenhower East, the Plan recommends the following community benefits and assigns responsibility for the funding of those benefits as listed below and described in subsequent text.

TABLE 3: COMMUNITY BENEFITS + FUNDING RESPONSIBILITY

#	Community Benefit	Funding Responsibility
1	Expansion of housing affordability	
	a. Ten percent of additional residential development shall be provided as committed affordable units and contributions to the housing trust fund.	Developers and Developer Contributions
	b. Additional housing affordability achieved through partnerships, co-location, and City funding	City
2	Public School	
	a. Area necessary to construct a school or dedication of land for a school facility	Developers
	b. School facility construction	City
3	Enhancements to the Pedestrian/Bicycle Network	
	a. Network as depicted in Figures 15 and 16	Developers and City
	b. Pedestrian/Bike connection at Mill Road or equivalent	Developer Contributions
	c. Eisenhower Avenue pedestrian crossing at the Metrorail Station (interim/permanent improvements)	City
4	Enhancements to the Open Space Network	
	a. Network as depicted in Figures 3B and 3C and Table 1	Developers and City
	b. Open space improvements under the Metrorail Tracks (Block 10B)	Developer Contributions
5	Northern entrance to the Eisenhower Avenue Metrorail Station	City, Regional, State, and Federal

1. Expansion of housing affordability

Given the additional residential density enabled by the Plan, the Plan recommends significant expansion of housing affordability opportunities. This will be achieved through the provision of 10% of all additional/new residential development as committed affordable housing, contributions consistent with the City's affordable housing contribution policies and procedures, and through City partnerships and projects that maximize land and leverage all available resources to augment developer contributions.

Additional/new residential development is residential square footage above the 2003 Plan "Base" as reflected in Table 5 - Base Development. Modification of the 10% requirement (to decrease or increase this amount) will only occur based on a detailed third party financial analysis.

2. Provision of land or area for a public school

The Plan recommends that land or area necessary to construct a public school facility be provided in the Plan area within the next 10 years to accommodate the growing student population in this community generated from the new development allowed by the Plan. As a community facility, it is expected that the school will be co-located with other uses, will not count against a building's maximum volume or height, and the building may exceed the maximum height limit by the number of floors provided by the school. The size, location and timing will be addressed as part of the CDD approvals. The construction cost and interior construction of the facility will be assumed by the City.

3. Enhancements to the Pedestrian/Bicycle Network

As depicted in Figures 15 and 16, the Plan recommends a series of safety and accessibility improvements for people walking and biking in the Plan area, including at the future retail focus area in Neighborhood 2 and at the Mill Road and Eisenhower Avenue intersection. Safety enhancements may include leading pedestrian intervals, high visibility crosswalks, pavers, raised crosswalks, new signalized pedestrian crosswalks, and other tools to make walking a safe and comfortable option.

Expanding access to and from Eisenhower East is a key objective of the Plan, especially north and west of the plan area. The Plan recommends safety and accessibility improvements to the existing tunnel connection to enable and encourage alternative mobility options and to provide access to and from Witter Fields and the commercial and retail cores in Eisenhower East.

If replacing the tunnel is not feasible, the Plan recommends improvements to lighting, drainage, safety and accessibility. As an alternative to tunnel improvements, equivalent options should be explored to allow for safe pedestrian and bike access to and from Eisenhower East and Duke Street.

The Plan recommends interim and permanent improvements to the pedestrian crossing on Eisenhower Avenue at the entrance to the Metrorail Station. Safety enhancements may include leading pedestrian intervals, high visibility crosswalks, and new signalized pedestrian crosswalks, or other tools to make walking a safe and comfortable option.

4. Enhancements to the Open Space Network

As depicted in Figures 3B and 3C, the Plan recommends a complete and connected open space network, comprised of a variety of park typologies. As part of this system of open spaces, the Plan recommends that the area under the WMATA Metrorail tracks on Block 10B be transformed into a core neighborhood-regional park and gathering place, providing a visual and physical connection between Neighborhoods 1 and 2. This park is envisioned to incorporate a variety of physical and programming elements that activate the area and create a great public space. Implementation will require coordination with WMATA and all necessary approvals.

5. Northern Entrance to the Eisenhower Avenue Metrorail Station

The Plan recommends exploring a potential additional entrance to the Metrorail Station on the north side of Eisenhower Avenue as redevelopment occurs and ridership increases. A study will be required to assess the financial and technical feasibility of this second access point.

FUNDING OF IMPROVEMENTS

The cost of the above public benefits was estimated at a planning level basis. To assess the potential for developer contributions toward funding these community benefits, the total cost is considered with respect to the area’s potential new development. Some improvements will compete for funding through the City’s Capital Improvement Program (CIP) and/or grant funding sources.

The developer contribution rates are for additional development permitted through the 2019 Eisenhower East Plan update. The baseline for determining additional development is the approved development permitted through the 2003 Eisenhower East Plan as shown in Table 5. Additional development beyond that which was approved in the 2003 Plan, as reflected in Table 5, will be subject to the developer contribution rates.

Affordable housing created through the Eisenhower East Plan will be as a result of a combination of developer contributions, City funding, partnerships and grants.

TABLE 4: DEVELOPER CONTRIBUTION RATE

Land Use	Developer Contribution per net new square foot of additional development*
Residential	\$5.00

* Additional development permitted through the 2019 Eisenhower East Plan update.

Notes:

- 1. This policy supersedes any previously established developer contribution policy.
- 2. Projects that have filed a complete preliminary Development Special Use Permit prior to the approval of this policy are not subject to the developer contribution formula.
- 3. Bonus density achieved through Section 7-700 of the Zoning Ordinance will not be required to pay the developer contribution.
- 4. Rate is subject to annual adjustment for inflation using the CPI-U index for the Washington metro area.

BASE DEVELOPMENT

Developer contributions and the affordable housing requirement will be calculated on additional development above the “base,” which is development that was permitted through the 2003 Eisenhower East Plan as amended. Table 5 shows the principal use and base square footage allowed per block per the 2003 Plan as amended, prior to adoption of this Plan.

TABLE 5: BASE DEVELOPMENT

Block	2003 Principal Use*	2003 Allowable Gross Floor Area*
1	Hotel	101,000
2	Office	661,386
3	Office	187,873
4&5 w/ Regional Grocery Anchor	Residential/Office	1,755,000
6A	Residential	665,552
6B	Office	362,066
6C	Retail	7,900
7	Retail	25,000
7	Retail (AMC)	136,000
8	Office	697,417
9A	Hotel	551,206
9B	Office	779,284
10	Retail	8,000
11	Residential	626,456
12	Residential	545,762
13	Residential	490,000
14	Retail / Approved Parking	18,000

* 2003 Plan as amended, prior to adoption of this Plan.

Block	2003 Principal Use*	2003 Allowable Gross Floor Area *
15A	Office	425,187
15B	OCM 100	65,585
16	Hotel	127,000
17	Office	406,000
18	Residential	525,000
19	Residential	432,000
20	Residential/Hotel	585,000
22	Open Space	
23	Office	98,000
	Office	304,000
24	Office	176,007
	Residential	224,920
25A	Residential	175,840
27	Residential	293,944
29	Utility & Office	60,000
30	Utility	
32	Office / Residential (w/Hotel option)	755,114 / 632,056

IMPLEMENTATION TASKS + PHASING

In addition to the major community benefits described above, successful implementation of the Plan includes a wide variety of implementation tasks. Table 6 identifies tasks and responsibilities with anticipated phasing. These tasks do not include infrastructure improvements that are typically required as part of any development such as undergrounding utilities, stormwater, sanitary sewer, open space and streetscape enhancements.

TABLE 6: IMPLEMENTATION TASKS + PHASING

Task #	Rec. #	Implementation Task	Responsibility	Short (0-10 YRS)	Mid (11-20 YRS)	Long (21-30 YRS)
Housing Affordability						
1	1	Provide ten percent of additional residential development as committed affordable housing	Developers	X	X	X
2	3, 4	Provide voluntary contributions on base development (Table 5 – Base Development) to the City’s Housing Trust Fund	Developers	X	X	X
3	2, 6	Pursue partnerships to maximize land and leverage all available resources for expansion of housing affordability	City	X	X	X
Open Space						
4	12-13	Provide at-grade publicly accessible open space with redevelopment consistent with Figure 3B and 3C	Developers and City	X	X	X
5	19	Improve Open Space under Metrorail Tracks (Block 10B)	Developers and City	X	X	
Land Use						
6	17, 20, 21, 22	Encourage placemaking and pursue opportunities for programming and activation of public and private spaces	Developers and City	X	X	X
7	36	Create Business Improvement District or comparable entity for coordinated branding and placemaking	Developers and City	X		
8	39	Provide land or area for public school facility	Developers	X		
9	39	Construct public school facility in coordination with Alexandria City Public Schools	City and ACPS	X		
Mobility						
10	65-69, 71, 73	Implement Pedestrian Network improvements depicted in Figure 15 as part of redevelopment	Developers	X	X	X
11	72	Implement Bicycle Network improvements depicted in Figure 16 as part of redevelopment	Developers and City	X	X	X

TABLE 6: IMPLEMENTATION TASKS AND PHASING

Task #	Rec. #	Implementation Task	Responsibility	Short (0-10 YRS)	Mid (11-20 YRS)	Long (21-30 YRS)
12	72	Implement Street Network depicted in Figure 8 as part of redevelopment	Developers	X	X	X
13	71	Implement enhancements to existing pedestrian/bicycle connection at Mill Road (or equivalent)	Developers and City		X	X
14	72	Provide interim and permanent pedestrian crossing improvements on Eisenhower Avenue at Metrorail Station	City	X	X	
15	73	Explore options for an interim bike facility on Eisenhower Avenue	City	X		
16	43	Reallocate existing portions of City right of way (Taylor Drive) as part of redevelopment on Blocks 1 and 2 to implement the street network consistent with Figure 8.	Developers and City	X	X	X
17	70	Explore potential for northern entrance of Eisenhower Avenue Metrorail station	City			X
Sustainability						
18	60	Explore the feasibility of integrating a district-wide Purple Pipe as part of redevelopment	Developers , City and AlexRenew	X	X	X
Implementation						
19	81	Establish developer contributions policy to implement community amenities identified in the Plan	City	X		
20	82	Establish developer contributions fund(s)	City	X		
21	58-59	Amend CDD 2 and CDD 11 for consistency with the Plan	Developers and City	X		
22	42	Amend Eisenhower East Design Standards and Guidelines	City	X		

Future development will comply with this Plan, the Eisenhower East Design Standards and Guidelines, and the City's development review and approval process, including all required infrastructure analyses, transportation studies and compliance with other applicable City plans and policies. Following adoption of the Plan, the Coordinated Development District Concept Plans (CDDs 2 and 11) and the Eisenhower East Design Standards and Guidelines will be updated for consistency with the Plan. The Eisenhower East Design Review Board will continue to review development projects for compliance with the Plan and Design Standards and Guidelines.

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APPENDIX



COMMUNITY PLANNING PROCESS

In its FY 2019 Interdepartmental Long Range Work Program, City Council included an update to the 2003 Eisenhower East Small Area Plan to address changes in market conditions affecting the area and recommend tools for ensuring the area’s economic sustainability.

Beginning in late 2018, staff began meeting with multiple stakeholders throughout Eisenhower East to provide general information on the planning process and gather input on potential areas of interest or concern, which was then incorporated in staff work. A member of the Planning Commission served in an advisory capacity through-

out the planning process, providing guidance to ongoing staff work.

The planning process included community open houses and pop-up events to provide information on planning elements and give community members an opportunity to speak in-person with City staff specializing in those areas. These events were held in various locations throughout the plan area in an effort to reach members of the diverse community.

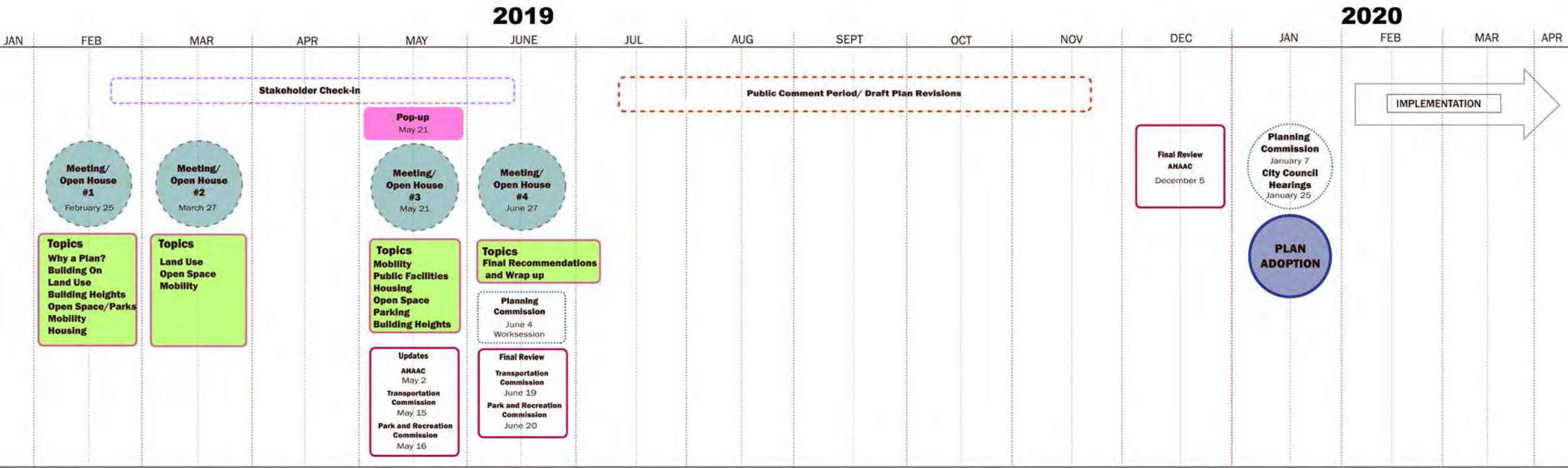
Outreach included posting information on the City project web page, City calendar and Carlyle Community website; flyer distribution to area residential and office

buildings; the City’s eNews service; social media postings; emails; and the installation of a large banner on Eisenhower Avenue in multiple languages.

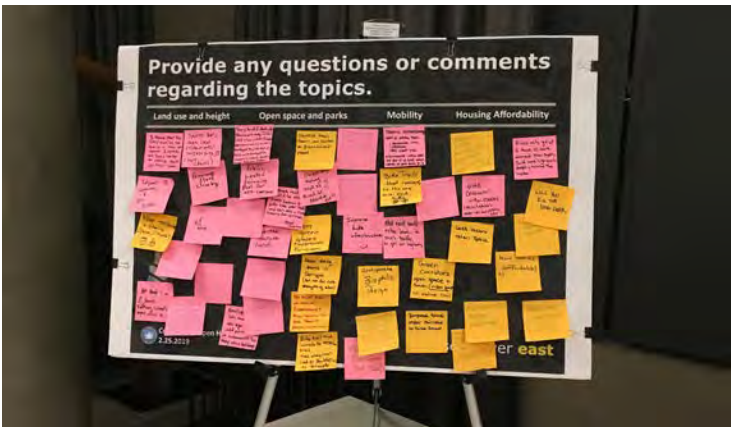
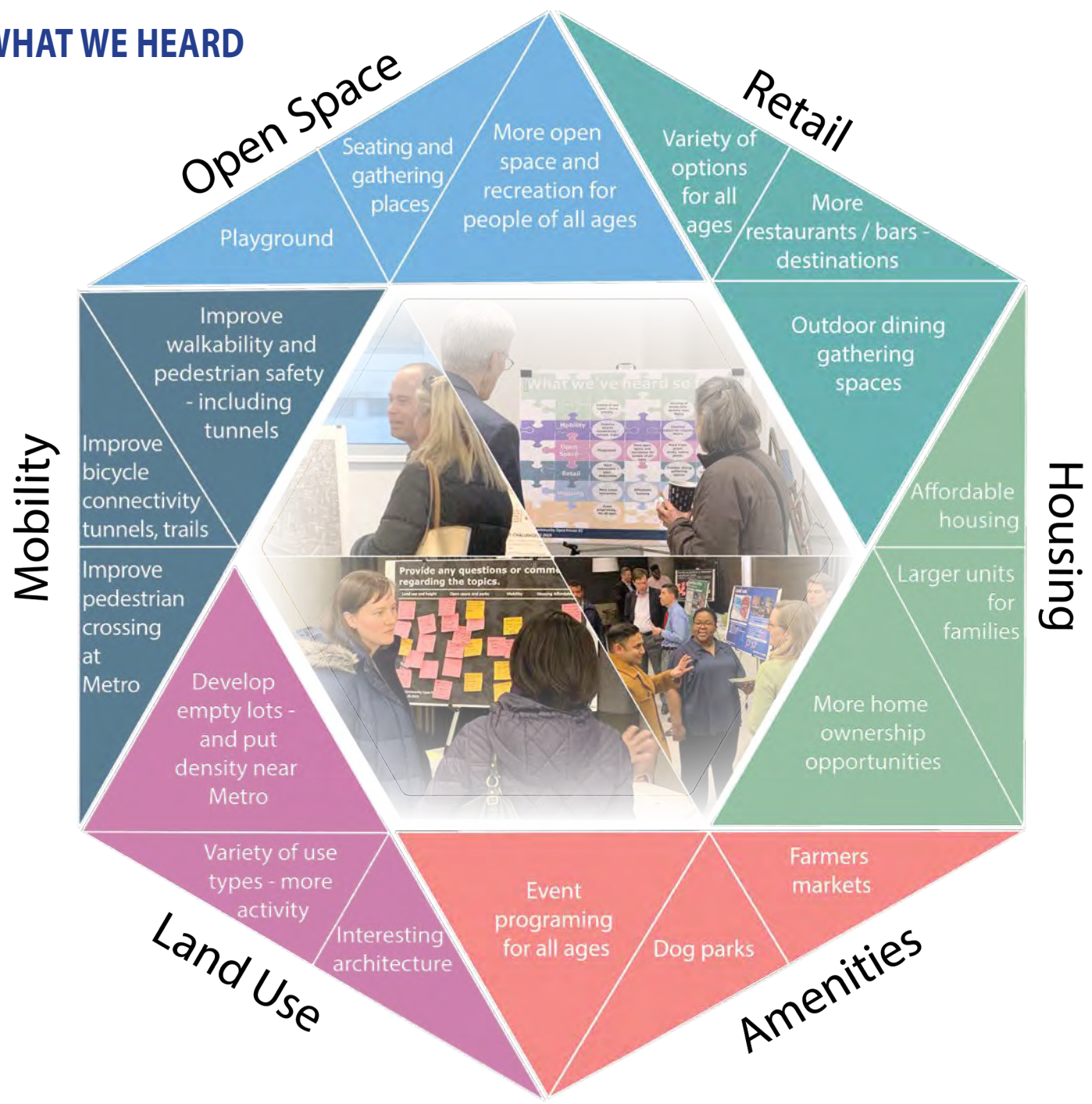
Staff also provided multiple briefings to and solicited feedback from the Eisenhower Partnership, Alexandria Federation of Civic Associations, Park and Recreation Commission, Transportation Commission, Alexandria Housing Affordability Advisory Committee, Planning Commission and City Council.

Endorsement letters were received from the Park and Recreation Commission as well as the Transportation Commission.

WORK PROGRAM SCHEDULE



WHAT WE HEARD



HISTORICAL CONTEXT FROM 2003

EISENHOWER EAST SMALL AREA PLAN

The Eisenhower East area is an early and rich part of the City’s history. The area around the intersection of present-day Eisenhower Avenue and Mill Road was the location of the Village of Cameron, beginning in the 1730s. Later, in the late 1790s, West End Village was created in the northeast portion of the area.

The following information on the Village of Cameron and West End Village was derived from “Walk and Bike the Alexandria Heritage Trail: A Guide to Exploring a Virginia Town’s Hidden Past,” by Pamela J. Cressey, Alexandria City Archaeologist.

In the early years of the City, Cameron Run was a virtual river as wide as the Capital Beltway and deep enough for European ships to sail from the Potomac River, up Great Hunting Creek and along Cameron Run to where today’s Telegraph Road is located. The early transfer of tobacco from ground transport to ship occurred in this location. The Resource Protection Area in the southwest quadrant of the intersection of Eisenhower Avenue and Mill Road is the last remaining vestige of the original Cameron Run in the Eisenhower East area.

VILLAGE OF CAMERON

In the immediate vicinity, the Village of Cameron grew by the 1730s. It was developed as a small crossroads settlement near the first ford of Cameron Run. By 1752, the village included a few homes, a tavern and a mill. A grist mill (for milling flour) was constructed in the 1790s. A millrace (a channel for water) running between the two mills brought water to power the wheels. In 1851, the



View of the area from Shuter’s Hill, 1860s, with Great Hunting Creek in background (National Archives, Brady Collection)

Alexandria Water Company used the mill to pump water up to a reservoir located on the prominently situated Shuter’s Hill (today’s location of the George Washington National Masonic Memorial).

The flour mill continued to operate until about 1920. Over the years, archaeologists have unearthed and studied the foundations of the stone mill, the millrace, the miller’s house, and the West family burial vault.

WEST END VILLAGE

The area around the intersection of Duke Street and Holland Lane was the setting for some of Alexandria’s early business and residential development. The area, known as West End Village, was the City’s first “suburb,” dating back to 1796. That year, John West subdivided the land into residential lots to promote development. One of Alexandria’s main arteries, Little River Turnpike (Duke Street), began as a private venture that same year. With badly constructed roads and few of them, a wide turnpike was in great demand and made it easier to bring agricultural goods into town for processing and

shipment. The turnpike also brought cattle to the West End for butchering, while numerous businesses, including hotels, saloons, breweries, blacksmith shops and slave dealerships, developed along its route. Barges traveled down Hooff’s Run and Cameron Run transporting meat for export to the wharves located on the Potomac River.

Eisenhower East still contains the archaeological remains of the mill at Cameron, a 1850s brick vault for the storage of beer (still preserved under Duke Street near Dulany Street), and the ruins of the Virginia Glass Company, which operated from 1894 to 1916 (located under the public square on John Carlyle Street). The planning area is within the Cameron and Backlick Run Archaeological Resource Area, with the potential to contain significant archaeological materials. Archaeological assessment is required as part of the development approval process.

HISTORICAL LAND USE

The Orange and Alexandria Railroad came to the area in the 1850s, setting the stage for the industrial-type activity that would occupy the area for the next 140 years. According to Civil War-era maps, much of the southeastern portion of Eisenhower East was marshland that has since been filled in, first with sediment and later with soil from the construction of the Capital Beltway. The original marsh condition and the subsequent filling of the area have created some poor soil conditions. For much of its recent history, Eisenhower East was in the Cameron Run floodplain and therefore subject to periodic flooding. As recently as the 1940s, small boats could navigate part of the marsh area. Through the 1960s and 1970s, the marsh areas were used as a landfill, bringing elevations up to 15 to 20 feet above sea level. Much of this area was considered a swamp, a landfill site, and an



Old Cameron Mill, late 19th century (William Francis Smith Collection)

area suitable only for light or heavy industry. Indeed, industrial uses such as the Alexandria Scrap Yard, a steel foundry, the Norfolk-Southern rail yard, and the Virginia Concrete plant found their homes in the area.

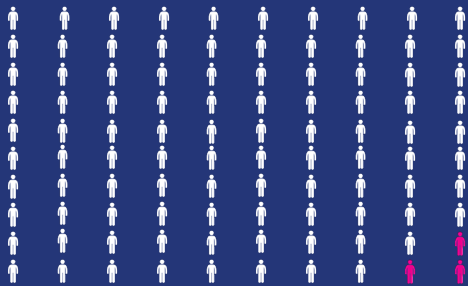
A substantial portion of the study area was annexed to the City of Alexandria in 1915, with areas to the west annexed in 1952. The area on the southern end of Eisenhower East, south of what was then Cameron Run was annexed in 1973, after it was filled with the construction of the Capital Beltway. With the completion of the Cameron Run flood control and channelization project in the late 1960s and early 1970s, the area became suitable for commercial development. The Hoffman Center, consisting of about one million square feet of office space, was built between 1968 and 1972.

Other commercial development followed in the late 1970s and 1980s, including the American Trucking Association office building. In addition, the City found the area suitable for the location of the Public Safety Center, the Homeless Shelter and Substance Abuse

Center, as well as a Metro station next to the Hoffman Center. In the 1980s, WMATA constructed the Eisenhower Avenue Metro station as part of the “Yellow Line” of the region’s heavy rail rapid transit system. The line runs generally north-south and is located to the west of Mill Road. The Yellow Line currently terminates one station to the south at the Huntington Avenue station.

EISENHOWER EAST 2019 DEMOGRAPHIC ANALYSIS

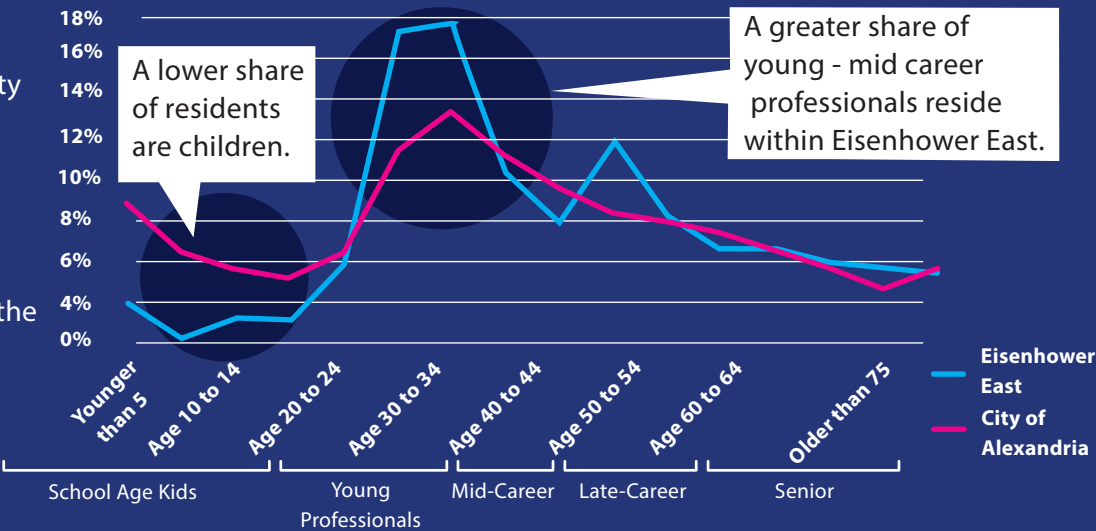
Population Characteristics



About 3% of Alexandria’s total population live in Eisenhower East

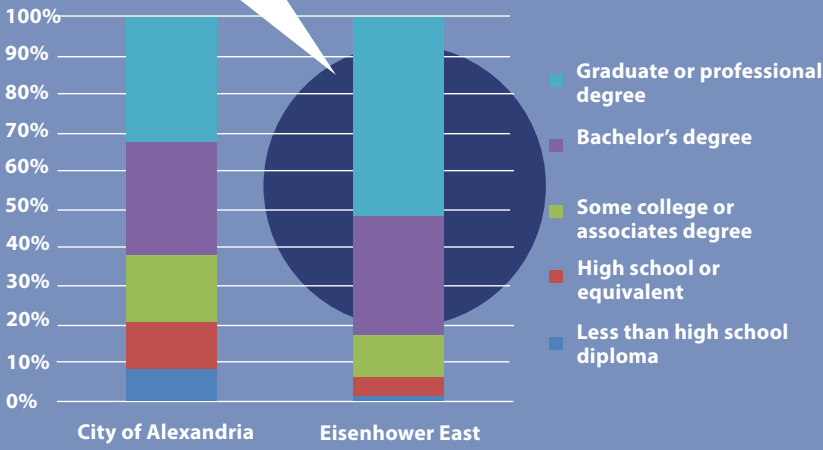
Age

Compared to the city overall, Eisenhower East has a smaller share of residents under age 20, and a greater share of residents between the ages of 25 and 34.



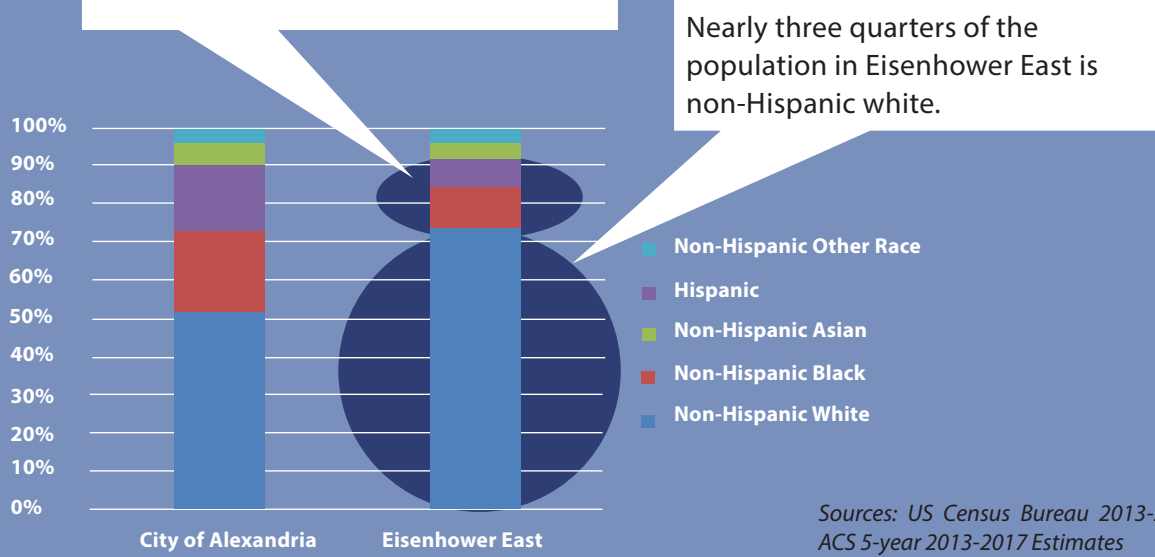
Educational Attainment

A larger share of Eisenhower East residents have earned a Bachelor’s, Graduate, or Professional degree compared to the rest of the city.



Race and Ethnicity

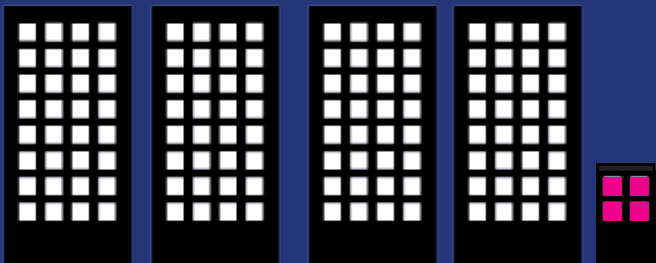
Non-Hispanic black and Hispanic residents representing the highest percentage of minority groups in Eisenhower East.



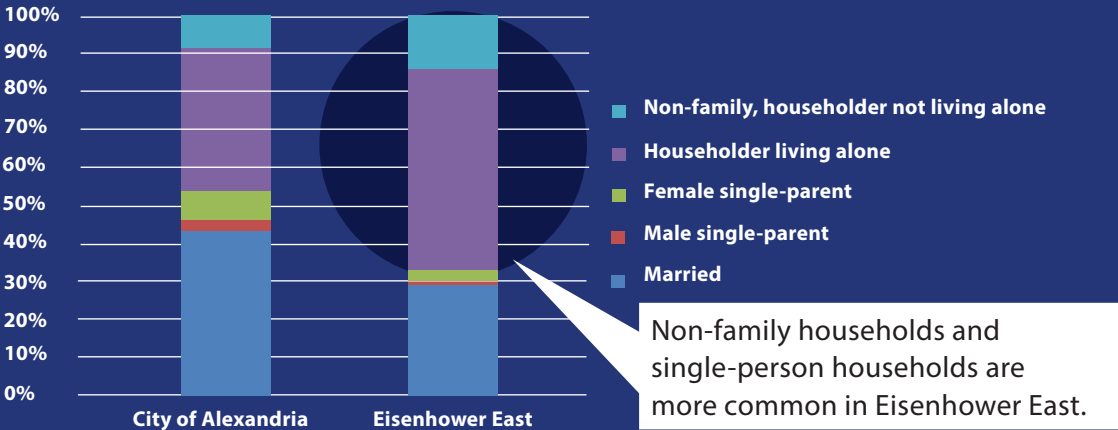
Sources: US Census Bureau 2013-2017; ACS 5-year 2013-2017 Estimates

Households

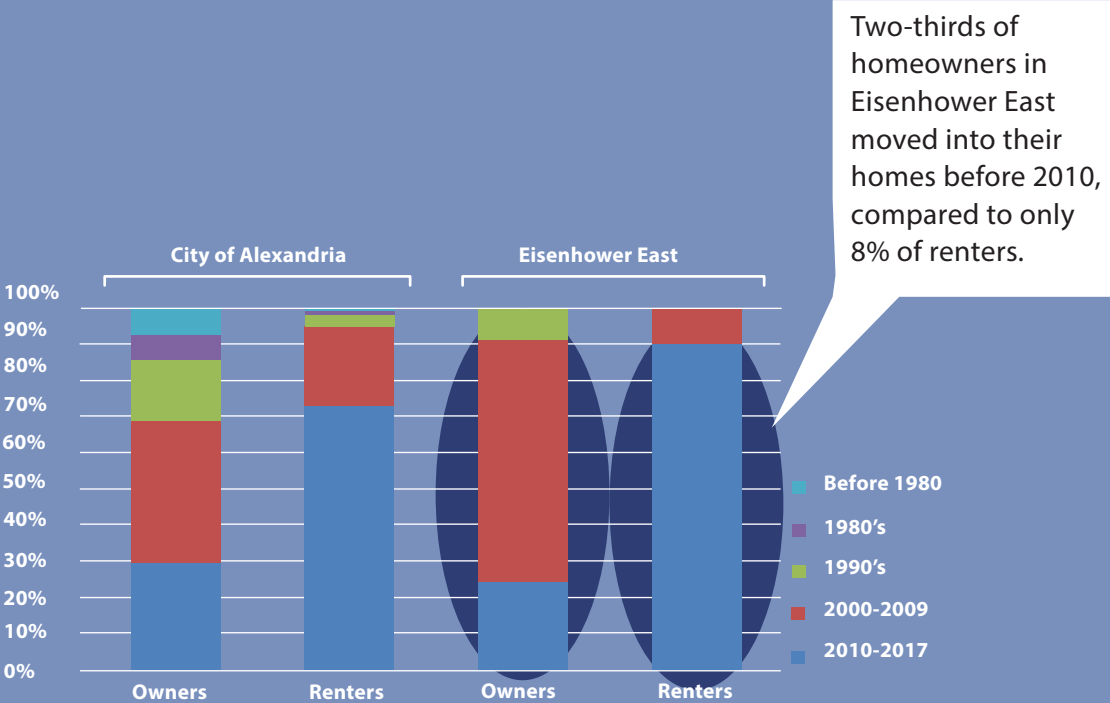
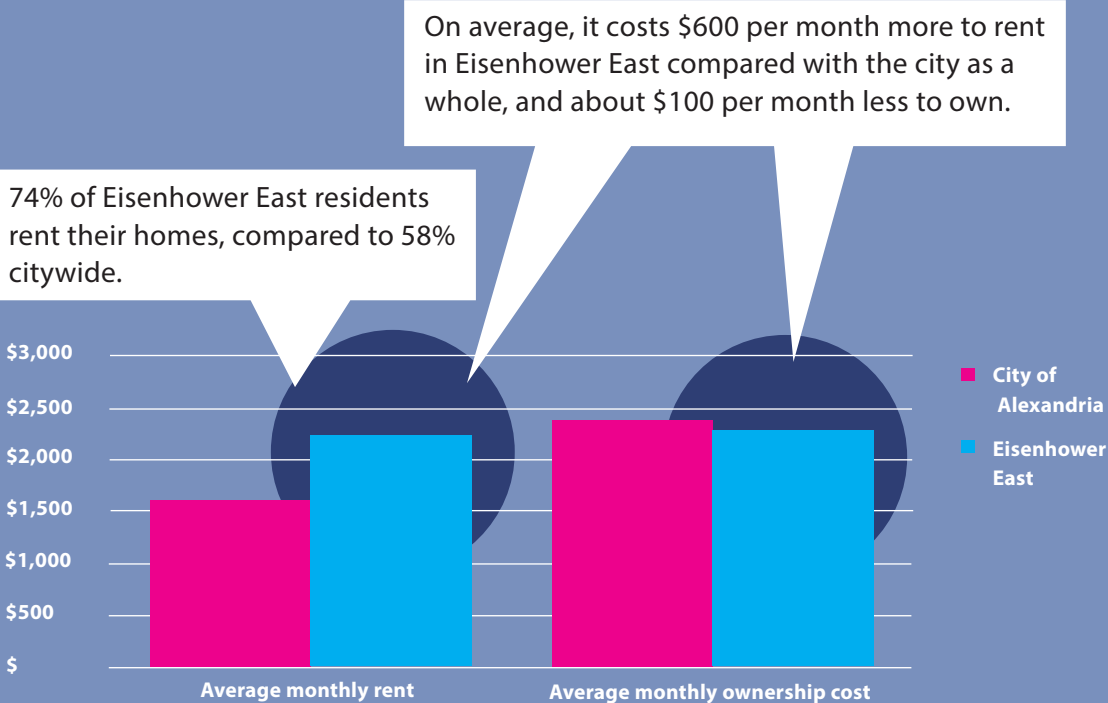
Eisenhower East is comprised of about 2,720 households – nearly 4% of Alexandria’s total number of households. The average household size in Eisenhower East is 1.81, which is lower than the average household size for the city as a whole (2.22).



Household Composition



Housing



Sources: US Census Bureau 2013-2017; ACS 5-year 2013-2017 Estimates

Household Income

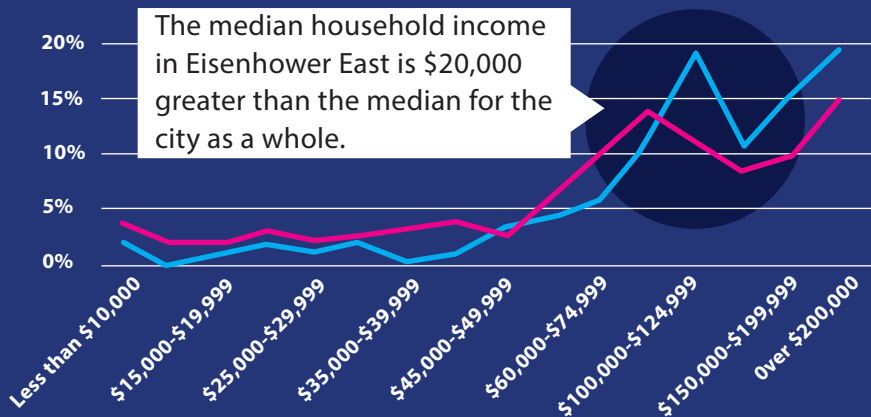


45 % 65 %

City of Alexandria

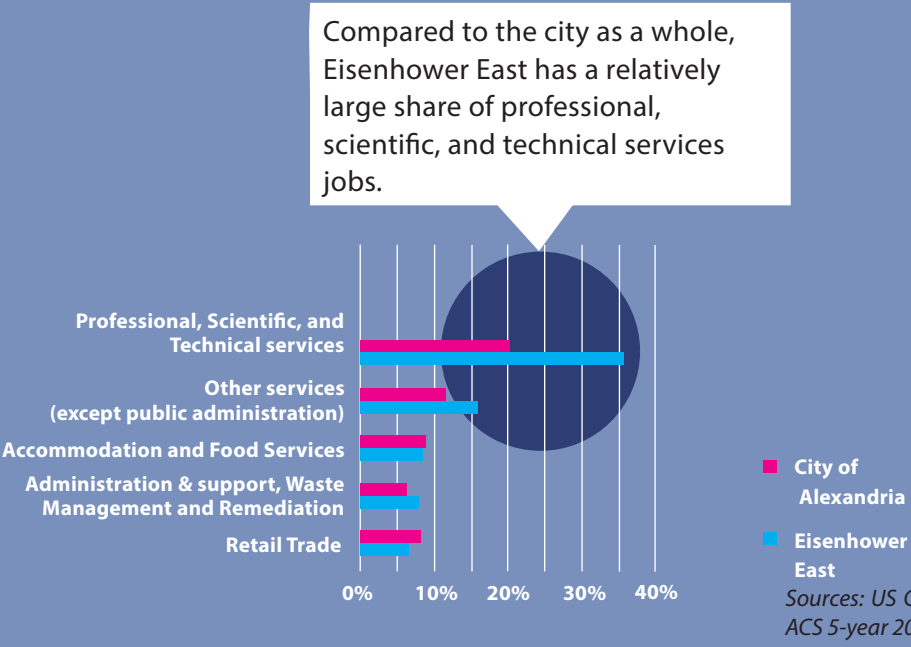
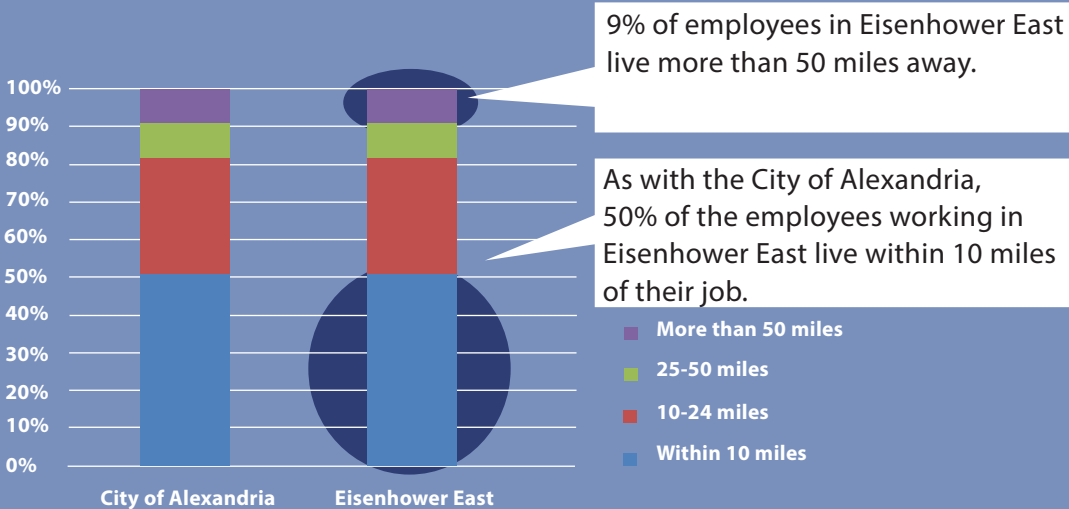
Eisenhower East

About 65% of households in Eisenhower East earned more than \$100,000, compared to 45% for the city as a whole.



Employment

In 2015, there were about 7,600 jobs in Eisenhower East, 8% of the total number of jobs in the city as a whole. 99% of Eisenhower East employees live outside of the neighborhood.



Sources: US Census Bureau 2013-2017; ACS 5-year 2013-2017 Estimates



eisenhower east

a blueprint for a complete community



CITY OF ALEXANDRIA, VA