



Land Use

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LAND USE

A. Balancing Land Uses

The allocation and mix of land uses are based on the proximity and relationship to the Metrorail station, high-capacity transit, existing and planned surrounding uses, open space, the required street network, circulation, and market conditions. A balanced mix of uses provides benefits including:

- Improving safety and walkability by sustaining street life through daytime and evening hours;
- Maximizing use of transportation infrastructure capacity by distributing peak hour traffic over longer periods, maximizing internal trips, and maximizing transit use;
- Decreasing parking demand, and creating opportunities for shared parking; and
- Supporting retail by establishing a diverse customer base.

The Plan creates a balance among office, residential and retail uses. Office uses have economic benefits for the City, and provide patrons for restaurants and shops primarily during the day. Residential and hotel uses provide activity primarily in the mornings, evening and weekends. Office, residential, and retail uses require connectivity and critical mass to ensure their success. The challenge is to create a fine-grained mix of uses and still meet the market and relationship demands generally required for each of the uses.

A 50/50 mix of residential and office use does not mean an equal distribution of square footage for each use. The City's current occupancy for office is approximately 3.5 employees/1,000 square feet, while

new office construction occupancy will likely be 4 employees/1,000 square feet. Multi-family residential use is 1.8 residents/unit. Therefore, to provide a balance of residents and employees, approximately two to three times more residential than office square footage is necessary.

The Plan requires specific uses for certain blocks. For example, most of the blocks around the Metrorail station are required to be office. However, the Plan allows flexibility for the upper floors of the majority of the blocks to be residential and/or office use (Figure 4.1 and Table 4.3). The intent of the Plan is that, as the Plan area is redeveloped, office and residential are balanced based on occupancy. The final maximum permitted square feet and range of permitted uses for each block will be determined as part of the development review process for each building to ensure a balanced mix of uses.

"No urban area will prosper unless it attracts those who can choose to live wherever they wish."

- Jonathon Barnett

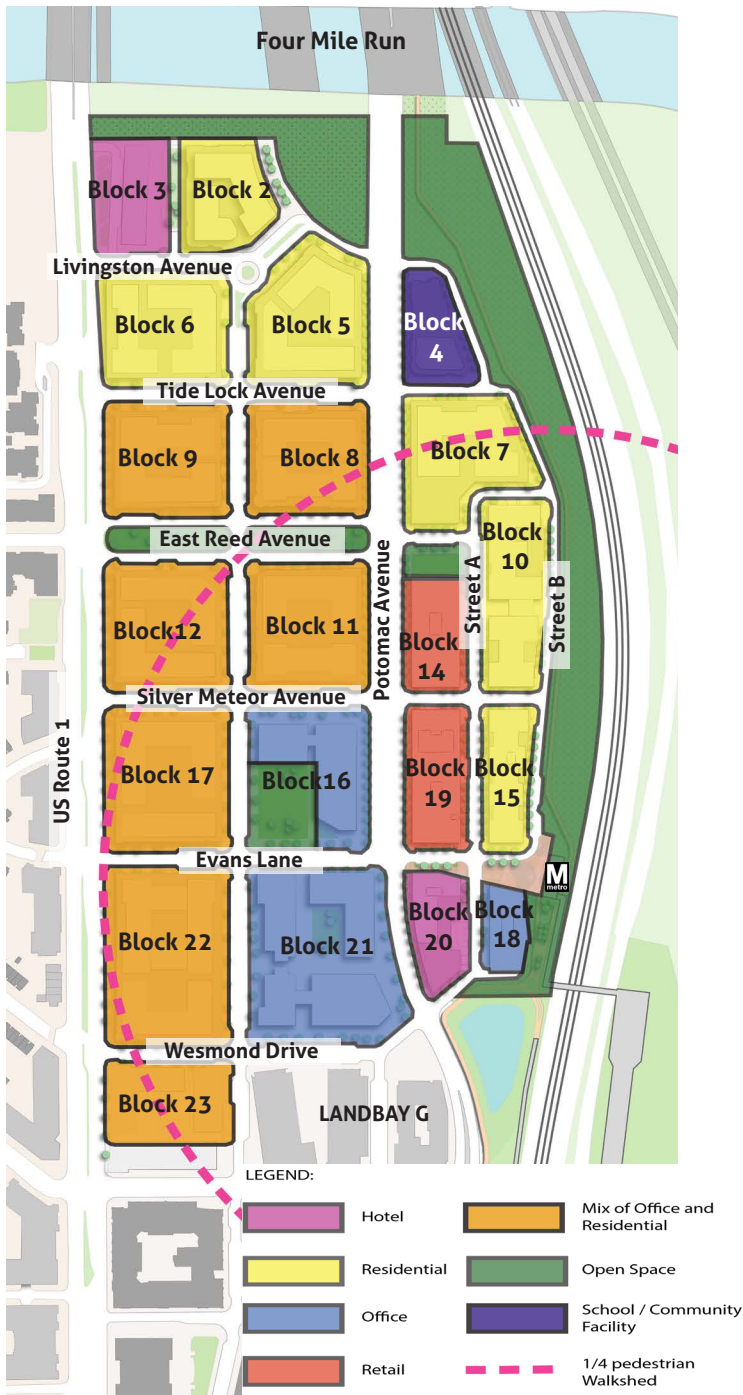


Figure 4.1: Land Use Plan and 1/4 Mile Pedestrian Walkshed (1/2 Mile pedestrian walkshed covers North Potomac Yard area)

Note: Office use(s) may be permitted for any of the blocks within 1/4 mile of the Metrorail station as depicted within Figure 4.1, so long as the office use complies with the maximum permitted height(s) for each block, and the amount of office complies with the total amount of office permitted within CDD 19, and the use is subject to all applicable conditions and requirements as part of the development review process.

B. Neighborhood Land Use Strategy

The land use strategy capitalizes on the significant monetary investment in the Metrorail station and the additional investment in the dedicated high-capacity transit corridor (Metroway), local bus, and potential shuttle service which will be provided for North Potomac Yard. All of the proposed blocks are located within a 1/2 mile radius of the Metrorail station, and more than half of the blocks are located within a 1/4 mile. The close proximity of these blocks to the Metrorail station provides a unique opportunity to integrate land use with transit to create a transit-oriented development for Potomac Yard.

While the overall goal of the Plan is to maximize development – particularly office development near the Metrorail station and transit, the land uses are also based on creating community and reinforcing the character of each of the neighborhoods. (For a neighborhoods map, see Figure 3.2).

Many of the buildings leading to the Metrorail station, Landbay G and adjacent to transit stops are required to provide ground floor retail (Figure 4.3). Office uses are required for the upper levels of some blocks closer to the Metrorail station, both to maximize transit use and to benefit from the existing office planned in the adjoining Landbays G and H. With approximately 1.7 to 2.44 million square feet of office use within the Metro Square Neighborhood, the culmination of the planned 2 million square feet in Landbays G and H result in a total of approximately 4 to 4.5 million square feet of office within this neighborhood and the adjacent landbays.

The Metro Square Neighborhood (Blocks 15-23) will include predominantly office and hotel uses with ground floor retail. Entertainment uses may also be allowed within this neighborhood. This neighborhood will be defined by two open spaces, Metro Plaza and Metro Square as discussed in more detail below.

The Market Neighborhood (Blocks 7-14) will have the largest amount of retail of all the neighborhoods and a similar amount of development as the Metro Square Neighborhood. The Plan recommends flexibility for the upper floors for office and/or residential uses.

The Crescent Gateway Neighborhood (Blocks 1-6) requires predominantly residential uses, hotel, and possible community-civic uses.



Table 4.1 Metrorail Station 1/4 and 1/2 Mile Approximate Densities

	INSIDE 1/4 MILE	1/4 - 1/2 MILE	TOTAL WITHIN 1/2 MILE
RESIDENTIAL/ OFFICE	7,452,350 SQ FT	2,350,000 SQ FT	9,802,350 SQ FT
RETAIL	990,300 SQ FT	75,000 SQ FT	1,065,300 SQ FT
HOTEL	257,100 SQ FT	82,900 SQ FT	340,000 SQ FT
TOTAL	8,699,750 SQ FT	2,507,900 SQ FT	11,207,650 SQ FT

Note: The amount of development shown includes total existing and planned development in North and South Potomac Yard. Planned development outside Potomac Yard, such as Oakville Triangle, is not included.

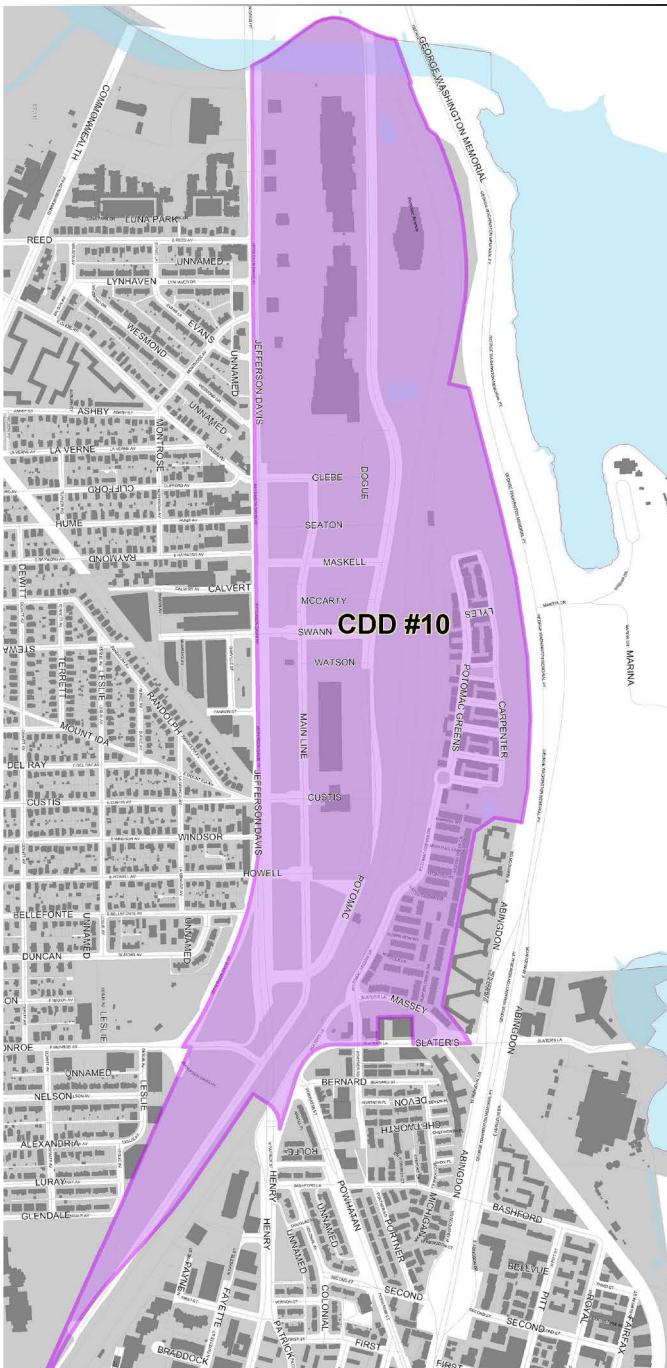


Figure 4.2a CDD Zoning before CDD #19 Zoning Approval

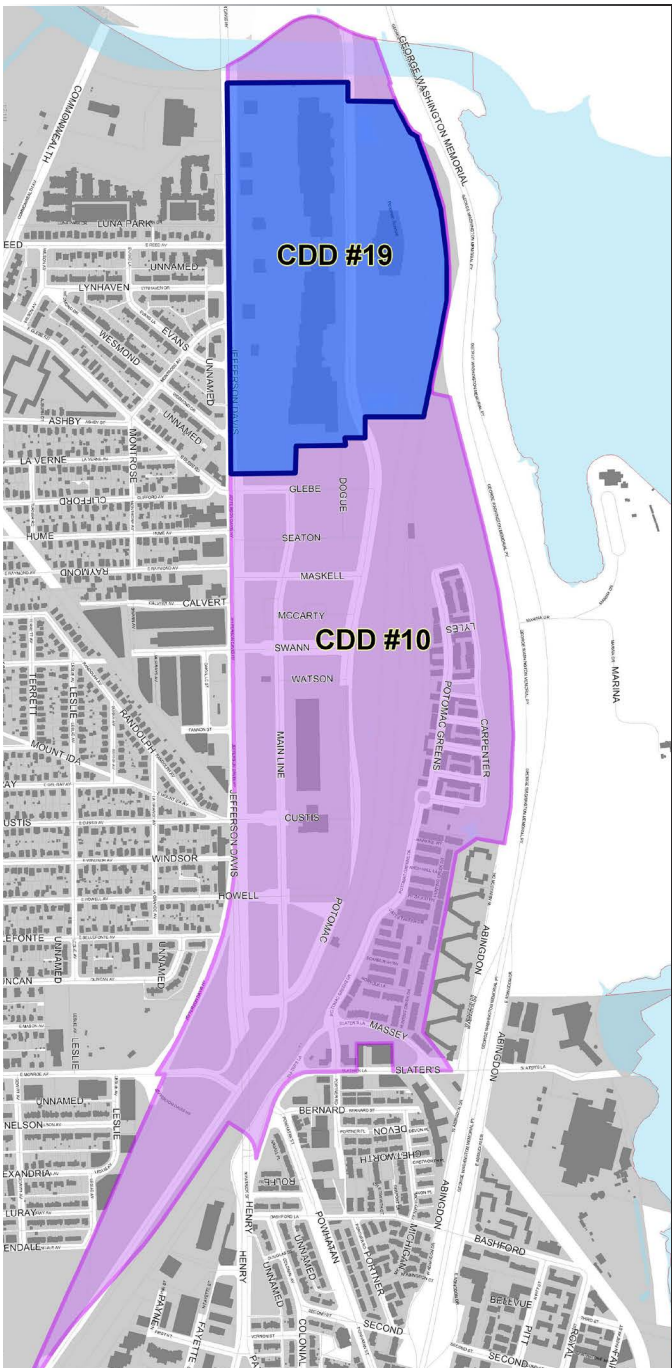


Figure 4.2b 2010 approved CDD Zoning

C. Land Use –Zoning (Coordinated Development District- CDD#19)

The Land Use Plan (Figure 4.1) depicts the principal land uses for each block. In 2010, this Plan recommended modification of the boundaries of the Coordinated Development District (CDD #10) (Figure 4.2a) zoning and created a new Coordinated Development District (CDD #19) (Figure 4.2b). CDD#19 was approved in June 2010 to implement the vision, intent and recommendations of the Plan. It also established Design Standards and Guidelines (including a definitive plan agreed to by the property owners and the City in regard to financing the proposed Metrorail station) and included approval of a CDD Concept Plan. The recommendations of the Plan function as the CDD Guidelines and basis for the CDD zoning.

D. Retail Uses

The required retail uses are an integral part of the development and land uses for North Potomac Yard (Figure 4.3). It is the intent of the Plan that the retail uses provide for the basic needs of residents and employees while also attracting visitors from throughout the region. The anticipated retail uses could include large and small tenants which serve the regional market, neighborhood-serving retail, restaurants and “lifestyle” entertainment retail. Large format retail tenants who serve the regional market, if provided, should be concentrated in the Market Neighborhood, convenience retail to serve transit users should be concentrated in the Metro Square Neighborhood, and restaurants and entertainment uses could be located in both neighborhoods.

The Plan concentrates a significant amount of retail and provides connections to the planned retail for Landbay G (Figure 4.3). The Plan creates a new east-

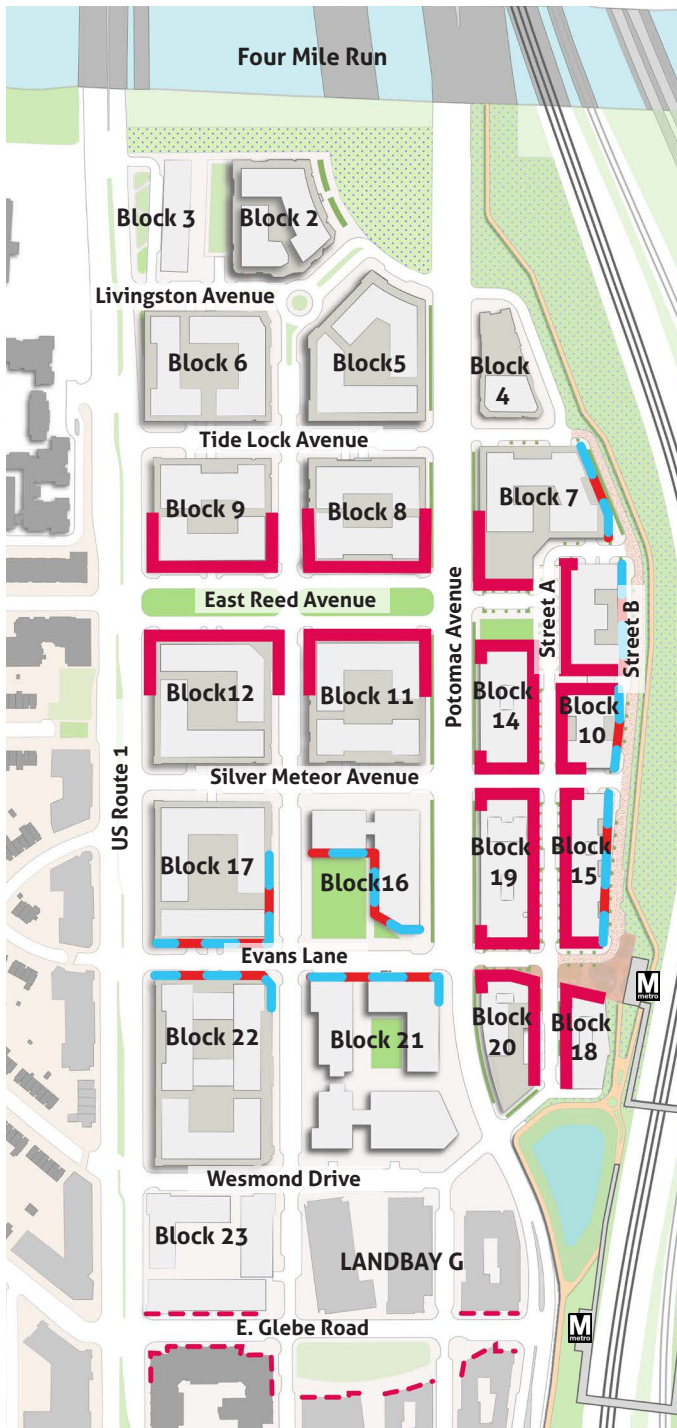


Figure 4.3: Required, Optional, and Planned Retail Locations

Note: Additional ground floor retail locations may be approved, if it complies with the intent of the Small Area Plan and is part of the development review process.

LEGEND:

- Required Retail
- Optional Retail
- Planned Retail

west retail street (East Reed Avenue), and a new north-south retail street on the eastern portion of the site (New Street A) which will connect East Reed Avenue to the Metrorail station.

The locations depicted as Required Retail (Figure 4.3) will provide ground floor retail as part of the development of each of the blocks. The retail is also configured to relate to Landbay G. See Table 4.3 for the amount of maximum retail for each block. The locations depicted as Optional Retail are anticipated to be retail, but the final ground floor use will be determined as part of the development review process. However, even where retail uses are optional, the height and depth of the ground floor space, and potential loading and service areas are required to be designed to not preclude future retail uses. Additional retail may be provided as ground floor uses pending future development approvals. As part of the redevelopment, retail must be focused and continual.

The Plan requires the submission of a comprehensive retail strategy that addresses coordination, management, and maintenance issues. The Plan recommends the establishment of a Business Improvement District (BID), or comparable entity, to ensure that the retail is comprehensively managed, the neighborhood open spaces are programmed, and marketing is coordinated. The establishment of the BID or comparable entity will be implemented prior to the occupancy of the first phase of redevelopment to ensure that the retail properties are managed in a comprehensive manner for the entirety of North Potomac Yard. The North Potomac Yard Design Standards and Guidelines have standards for the design of the retail uses, storefronts and signage.



E. Adjacent Redevelopment Sites and Plans

Although not specifically a part of North Potomac Yard, there are several possible redevelopment sites in close proximity to North Potomac Yard (Figure 4.4). Development and future planning of these sites should be mutually beneficial for the adjacent Route 1 corridor and Potomac Yard.

The Plan recognizes that the value of these properties will be positively impacted by the significant infrastructure and other public amenities constructed at Potomac Yard and recommends that, when these properties redevelop as a result of a rezoning, that they be required to participate in the financing of these and other improvements as may be determined by a future planning process or as part of the development review process.

The Oakville Triangle/Route 1 Corridor Plan establishes a 20-year vision and framework for the properties west of Route 1. The redevelopment on the west side of Route 1 (Figure 4.4) will include office, hotel, residential, and a combination of retail, neighborhood serving and “maker space” uses. The Plan addresses future infrastructure, land uses, building heights, design standards, open space, and affordable housing for these sites and is intended to guide public and private investment for infrastructure improvements. CDD#24 was established to guide the redevelopment of the properties within the Oakville Plan area.

Future redevelopment of sites in close proximity to Potomac Yard will need to enhance connections with Potomac Yard both physically and through programming of land uses and public amenities so that these individual parcels are integrated into Potomac Yard.

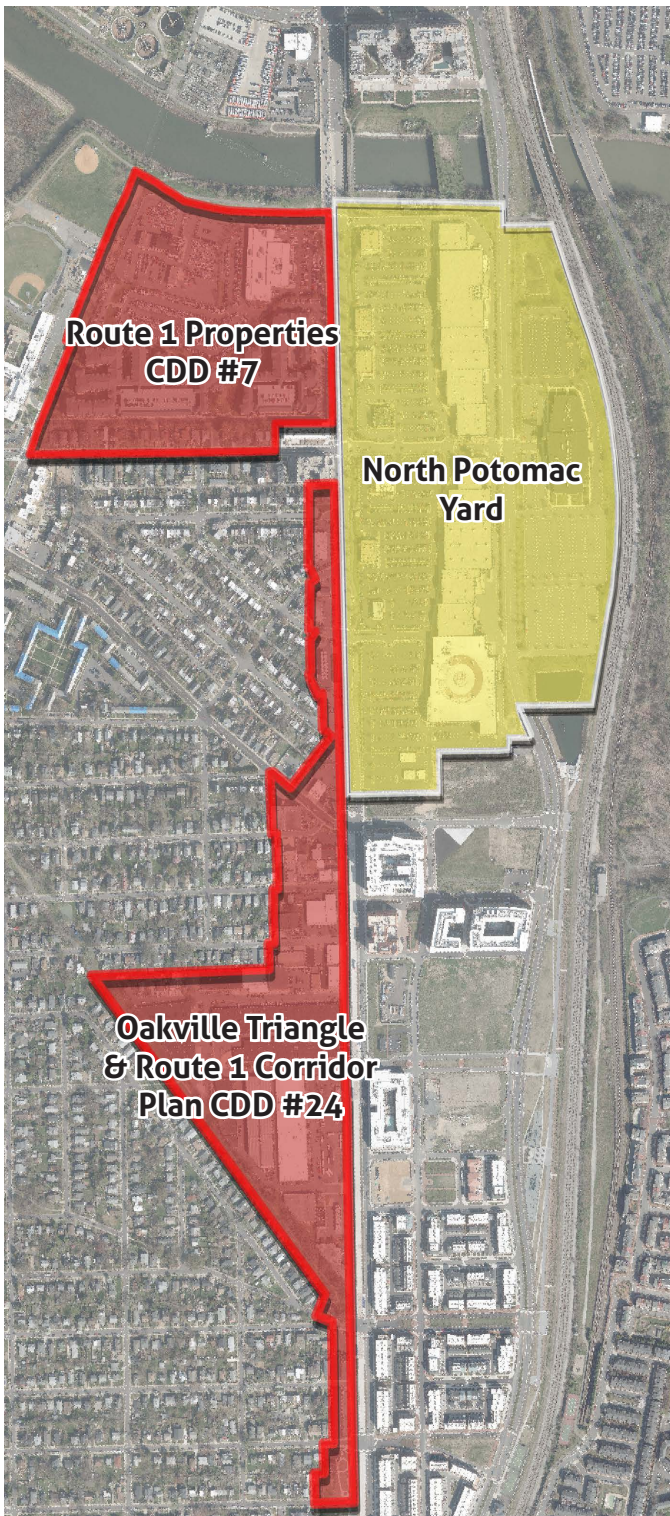


Figure 4.4: Adjacent redevelopment sites and plans



Figure 4.5a: FAA Height Restrictions

Figure 4.5a Notes:

- Heights depicted are heights above sea level
- Building heights within the flight path are pursuant to FAA requirements, as may be amended, and measured to the top of structure.

Figure 4.5b Notes:

- Where signature facades are required, it will be permitted to exceed the maximum building height by a maximum of two levels not to exceed 5,000 sq. ft., if approved as part of the development review process. The locations shall be limited to locations depicted in Figure 3.3- Signature Facades
- The North Potomac Yard Design Standards and Guidelines establish minimum heights.

1. For Block 7 maximum building height shall be 85 feet however, additional height may be permitted as part of a development review process in consultation with the National Park Service (NPS). In no event shall the maximum building height exceed 120 feet for the northern portion of the block and 180 feet for the southern portion of the block.
2. For Block 14 and 19, the height range is 60 – 90 feet. However, to ensure height variety, only one block is permitted to go up to 90 feet. The remaining block will have a maximum height of 60 feet.

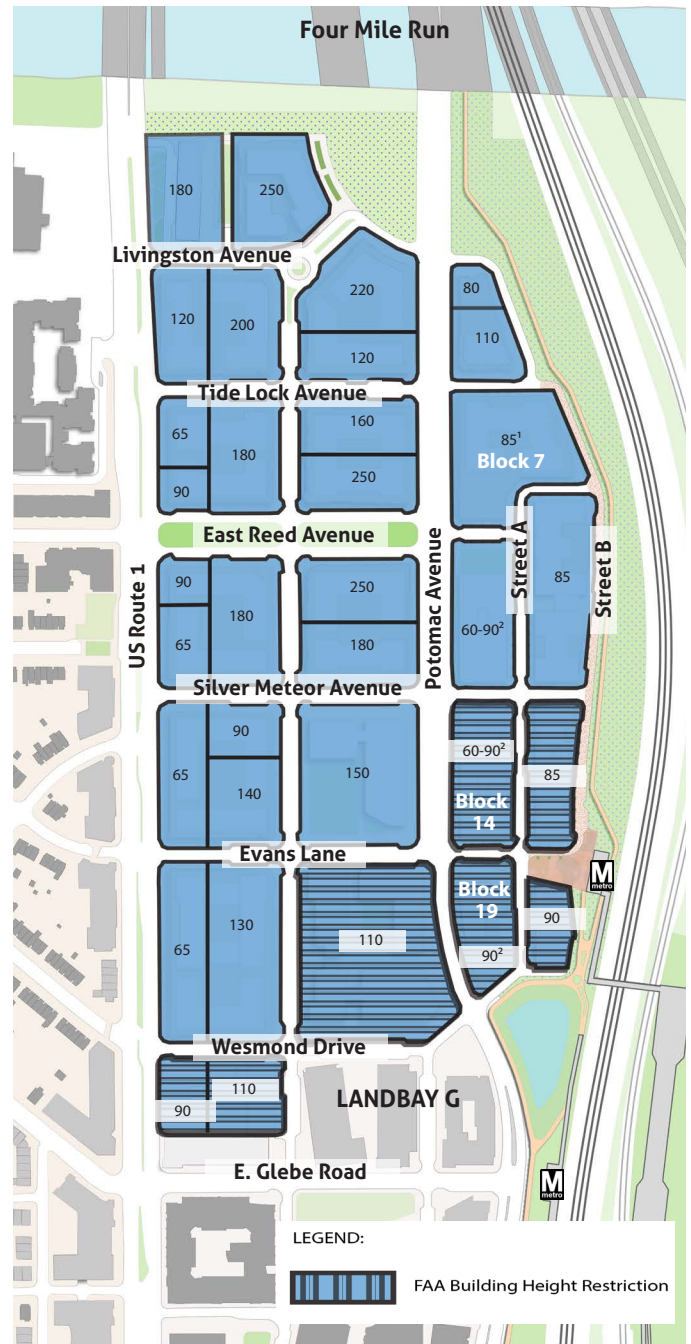


Figure 4.5b: Maximum Building Heights

F. Building Height

The height for each neighborhood is based on the following:

- Define open space, streets and the public realm;
- Maximize development in proximity to the Metrorail station;
- Smaller scale buildings on Route 1 adjacent to the lower scale established neighborhoods of Hume Springs, Lynhaven and Del Ray to the west;
- Taller buildings in the central portion of the site to provide transitions to the existing neighborhoods to the west and the George Washington Memorial Parkway to the east;
- Taller signature buildings at the central portion of the site to denote the symbolic center of North Potomac Yard and at the visual terminus of Main Line Boulevard on the northern portion of the site;
- Using taller and shorter heights to demarcate the required gateways; and
- A variety of heights within each block and for individual buildings.

Adjacent to the Metrorail station, the Federal Aviation Administration (FAA) flight path limits the building heights to approximately 100 feet. Despite the limitation, the majority of the development in North Potomac Yard is located within ¼ mile of the planned Metrorail station. Figure 4.5a depicts the estimated FAA height restrictions within North Potomac Yard.

The Plan recommends maximum heights which range from 50 feet to 250 feet for several taller signature buildings (Figure 4.5b). For buildings fronting the George Washington Memorial Parkway, particularly on Blocks 7 and 10, consideration should be given to

appropriate massing and building design compatible with the adjoining character of the Parkway. In addition to maximum heights, the Plan also recommends minimum heights to ensure an appropriate urban scale and density near the planned transit and Metrorail station. Minimum heights are established by the North Potomac Yard Design Standards and Guidelines.



G. Parking Strategy

Location of Parking

A goal of the Plan is that to the extent possible, parking should be located below-grade. Below-grade parking enables uses and people (rather than cars) to be located at and above the street level. Below-grade parking generally reduces the scale of buildings and generally results in a more urban building form and better relationship with the street. In addition, when there are height limits, above-grade parking generally reduces both density and open space, which is inconsistent with the vision and intent of the Plan.

Each building and block within North Potomac Yard is required to provide a minimum of one level of underground parking. All of the parking for Block 2, Block 3, Block 5 and Block 21 and Blocks within Phase I (Blocks 10, 14, 15, 18, 19, and 20) is required to be located below grade regardless of the use. This enables the internal ground level open space, ground floor use, possible pedestrian connections, and building entrances relating to the adjoining streets and open space (Figure 4.6a). On-street parallel parking is generally required for all of the streets, excluding the park frontages, where it may be provided to serve Metro.

Above-grade structured parking may be located within the central portion of the block at grade, provided that a minimum of one level of parking is provided below grade and each level of the entire street and/or park/open space frontage is devoted to active

uses (residential, office and/or retail) (Figure 4.6a). If above-grade structured parking is provided above the ground floor uses, the parking is required to be screened with active uses (residential, office and/or retail) (Figure 4.6b, 4.6c, 4.6d) for the entire street and/or park/open space frontage. If collector parking garages are provided for retail uses, the garages will be predominantly screened with active uses and also screened with architectural treatments. Additional parking and screening requirements are included in the Design Standards and Guidelines and zoning conditions.

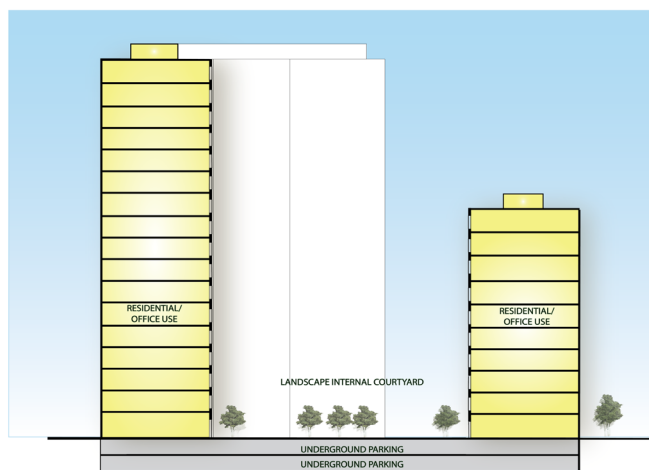


Figure 4.6a: Below-Grade Parking

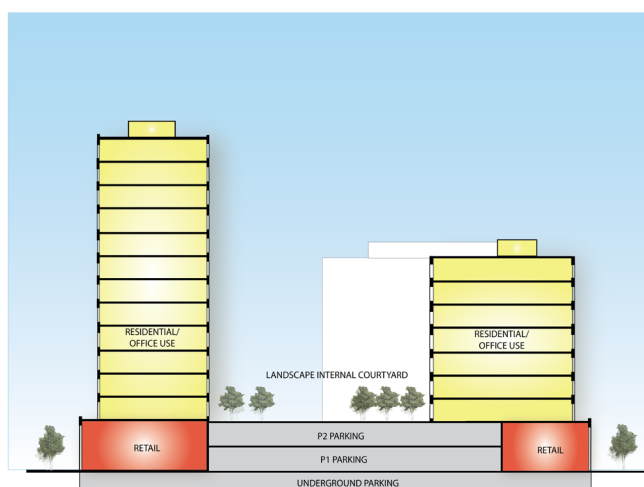


Figure 4.6b: Embedded Parking

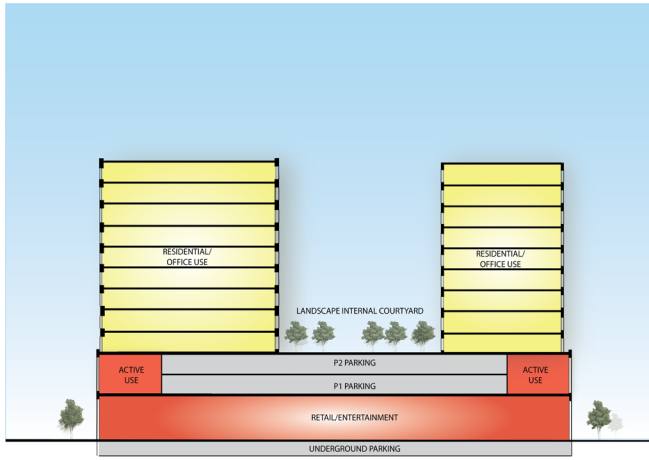


Figure 4.6c: Embedded Parking above Retail

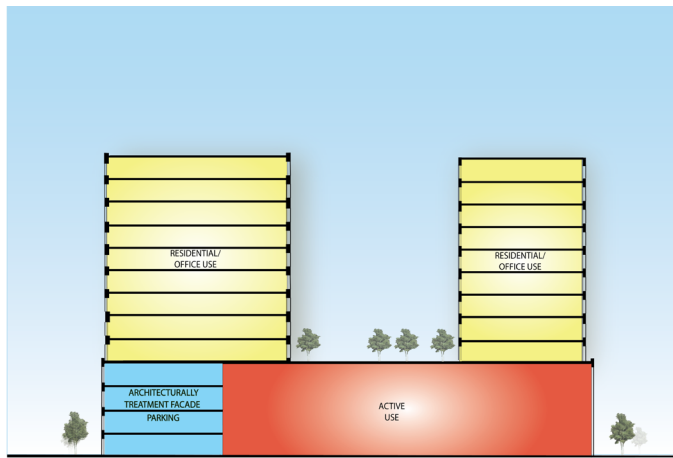


Figure 4.6d: Retail Collector Garage



Parking Ratios and Shared Parking

The amount of parking is intended to meet the economic and programmatic demands of the planned uses while also creating a transit-oriented development. To discourage single occupancy vehicle (SOV) travel, a maximum parking ratio is recommended for each land use. No minimum parking requirements are recommended in the Plan. The minimum amount of parking will be determined as part of the development review process for each block and/or building. The parking maximums have several advantages that include:

- Encouraging commuters to make transportation choices other than private autos, decreasing vehicle miles traveled, and reducing auto congestion and air pollution; and
- Maximizing the use of developable land and ensuring that the urban form remains compact.

Table 4.2 compares the parking required by the City's Zoning Ordinance and the parking maximums recommended by the Plan.

Table 4.2 Existing Parking and Proposed Parking Minimums

USE	EXISTING ZONING ORDINANCE MINIMUMS	PARKING MAXIMUMS*
CIVIC/COMMUNITY FACILITIES	5.0 SPACES/1,000 SQ. FT. (COMMUNITY BUILDINGS, MUSEUMS, LIBRARIES, OR SIMILAR) 1.0 SPACE/5 SEATS (CHURCH) 1.0 SPACE/ 25 SEATS (ELEMENTARY SCHOOL) 2.0 SPACES/CLASSROOM (DAY NURSERY-CHILDCARE)	2.5 SPACES/1,000 SQ. FT.
THEATER	1.0 SPACE/ 4 SEATS (THEATER)	1.0 SPACES/10 SEATS
HOTEL (PER ROOM)	1.0 SPACE/ROOM + 1.0 SPACE/ 15 ROOMS	0.75 SPACE /ROOM
OFFICE	1.7 SPACES /1,000 SQ. FT.	1.21 SPACES/1,000 SQ. FT.
RESIDENTIAL	0.64 – 0.8 SPACES/UNIT (1 BR)** 1.28 – 1.6 SPACES/UNIT (2 BR)** 1.28 – 2.4 SPACES/UNIT (3+ BR) **	1.0 SPACE /UNIT
RESTAURANT	1.0 SPACE PER 4 SEATS	3.5 SPACES /1,000 SQ. FT.
RETAIL/GROCERY	4.35 SPACES /1,000 SQ. FT.	3.5 SPACES /1,000 SQ. FT.

**All uses will be required to participate as part of a comprehensive shared parking strategy.*

*** Requirement for market rate units. Ratios for affordable units vary based on income level. Refer to Section 8-200(A) of the Zoning Ordinance.*

Shared parking will be required as part of the development of each building and block. Therefore, the amount of parking for each of the blocks and buildings will likely be lower than the parking maximums. The amount, location, distribution and management of shared parking will be determined as part of the development review process.

A number of factors contribute to the success of shared parking, including:

- A mixture of uses that would lend itself to multiple stops within the same vehicular trip;
- Variations in the timing of peak parking demand for different uses;
- Alternate modes of transportation available; and
- Good pedestrian connections, amenities and appropriate scale to encourage walking

For additional information on parking, see *Chapter 6: Transportation*.



Figure 4.7: Public and Private Parks with Public Access Easement

LEGEND:

- Public Park
- Private Park with Public Access Easement
- Pedestrian Connection

H. Open Space

The Plan recommends a comprehensive network of parks and publicly accessible open spaces that serve to define the neighborhoods in which they are located, and provide connections to local and regional open space systems and trails (Figure 4.7). The parks will be a combination of active, social, civic, and passive open spaces and will integrate historical interpretive elements, public art, and improve the City's urban tree canopy. Park design will include consideration for shade. Figure 4.8 depicts the proposed locations of open space activities.

Active open spaces: These spaces can include sports, exercise, or active play; can be recreational facilities such as playgrounds, playing fields, flexible fields spaces, courts, multi-purpose areas and dog parks; or can include areas for large events, and intense activity/programming.

Social open spaces: These spaces are designed and used for impromptu and organized gatherings and can include game elements, seating areas, community gardens, farmer's markets, and small event spaces.

Passive open spaces: These spaces can be used for relaxation, such as sitting or strolling and can include trails, picnic areas, and open areas.







Civic spaces: These spaces include plaza and event areas.





Figure 4.8: Open Space Activities

LEGEND:

	Passive		Passive / Social
	Active		Active / Passive
	Social		
	Civic / Social		

A minimum of 15% of North Potomac Yard is required to be provided as ground level open space, with an additional 25% open space required to be provided at either ground level and/or on roof-tops. Blocks 2, 3, 5 and 21 will be required to provide ground level open space due to the required underground parking.

Open spaces and plazas are vital to the area's quality of life, helping to foster social interactions and establishing a sense of community for this area. As the population and densities within the Plan area increase, open space will become an increasingly important neighborhood amenity. Not only is there a need to increase the amount of open space, but also the type of space. Different users—from office workers, to attendees of special events, to residents walking with dogs or playing with their children—require unique open space facilities.



Four Mile Run

North Potomac Yard is bordered on the north by Landbay E (Four Mile Run Park) and Four Mile Run, a heavily urbanized flood control channel that is planned for restoration. The Four Mile Run Restoration Master Plan (FMRMP) was adopted to be a model of urban ecological restoration. Through the sensitive and sustainable integration of natural areas with active urban nodes, the Four Mile Run Restoration Master Plan proposes that the corridor be a place along which the communities of Arlington and Alexandria can gather, recreate and celebrate a shared waterfront. The FMRMP identifies Potomac Yard as “a vibrant urban node that is home to thousands of new residents and workers while offering terrific shopping. On nice days, it’s great to relax on the terraced banks that lead down to the water, on benches along the stream or in the elevated park.”

The Plan builds on the FMRMP: it requires Crescent Park and improvements next to Four Mile Run, which are intended to provide a wide range of opportunities, both active and passive, and include opportunities for a gathering and event space. Planned removal of the Potomac Yard terminal station and associated poles will provide opportunities to enhance this adjacent open space consistent with the FMRMP.

Figure 4.7 depicts a conceptual rendering of Four Mile Run along North Potomac Yard. Together, through the FMRMP and the Plan, amenities will be provided on both sides of Four Mile Run and on the existing approximately 1-acre pedestrian bridge, which will connect to Crescent Park and Potomac Yard Park beyond, providing a series of spaces for a variety of interests which celebrate the connection to the water and natural environment.



Figure 4.7: Four Mile Run Concept Rendering



Potomac Yard Park

The Plan requires the extension of the currently constructed Potomac Yard Park to provide a continuous open space connection and off-street trail from Four Mile Run to Braddock Road. Together, the proposed (approximately 4.5 acres) extension and approved (24 acres) park will result in an approximately 29-acre City park. The park within North Potomac Yard will be designed as a regional amenity for users of all ages and abilities, and will provide active, social, and passive recreational amenity areas for existing and future residents and visitors. The park will be designed to incorporate interpretive elements of the multi-century transportation history of this corridor. It will also provide a crucial non-motorized connection between Braddock Road Metro and Four Mile Run.

The continuation of Potomac Yard Park into North Potomac Yard enables integration of the park with the remainder of the Potomac Yard development. The current Potomac Yard Park includes an approximately 15-foot section of land between North Potomac Yard and the active rail corridor. The extension of Potomac Yard Park along the eastern edge of North Potomac Yard will provide the opportunity to create a meaningful connection between the existing Potomac Yard Park, Crescent Park, Four Mile Run, and the George Washington Memorial Parkway. The Plan recommends that Potomac Yard Park extend to Four Mile Run along the eastern edge of the Plan area, and that the extension be wide enough to provide substantial separated bicycle and pedestrian trail amenities, plantings, interpretive areas, and the ability for active, passive, and social uses while providing a buffer along the rail corridor consistent with Potomac Yard Park. The area at the northern end of Potomac Yard Park is a wider portion of the park and provides an opportunity to include flexible field space and play spaces for park users and possibly students.

The street adjacent to the park (Figure 4.7) will be designed as a shared street that will reinforce the public nature of the Park. The street serves to delineate the private development from the public park but will also be designed as a transition between park users and the adjacent development. The Plan envisions the road to be designed as a shared street that reinforces the hierarchy of users; pedestrians, cyclists, then cars. The design of the street is envisioned to be curbless with special treatment which integrates the road design with adjacent uses. The street can serve as an extension of Potomac Yard Park, with the opportunity for occasional closure for festivals, events, and/or park programming. The North Potomac Yard Pump Station will be coordinated with the design of this area to not preclude these uses.



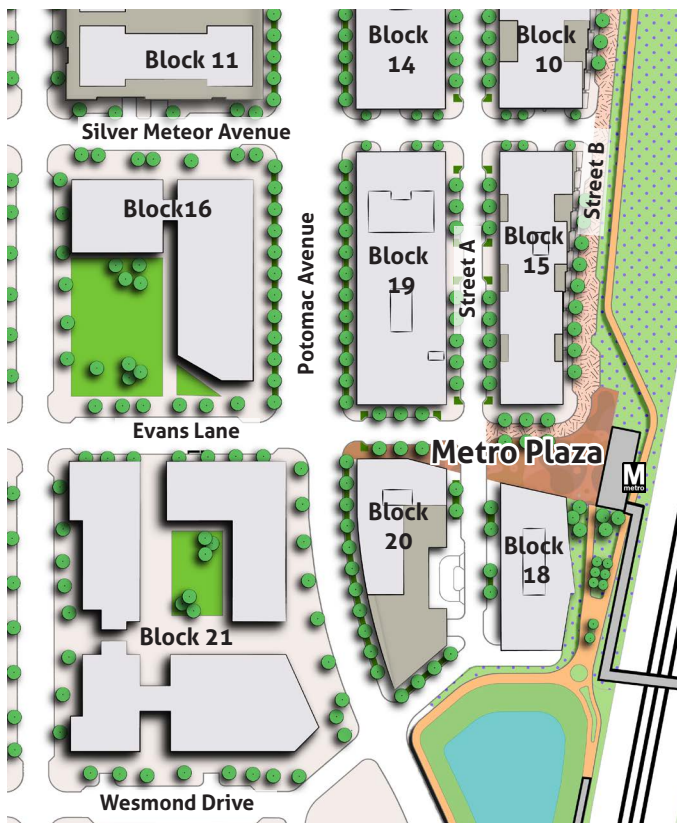
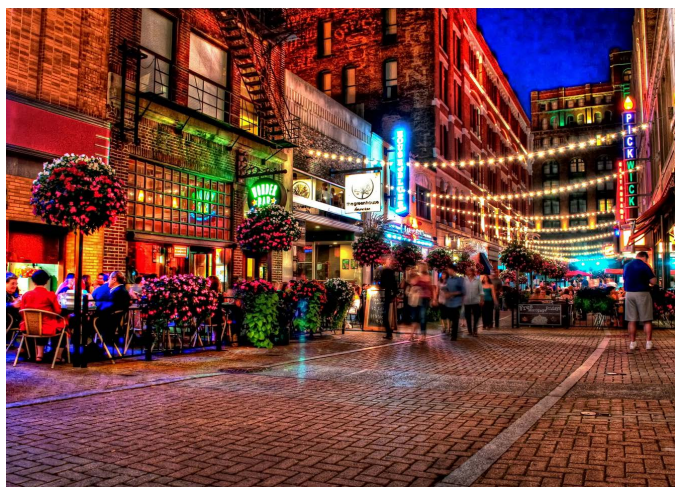


Figure 4.9: Metro Plaza

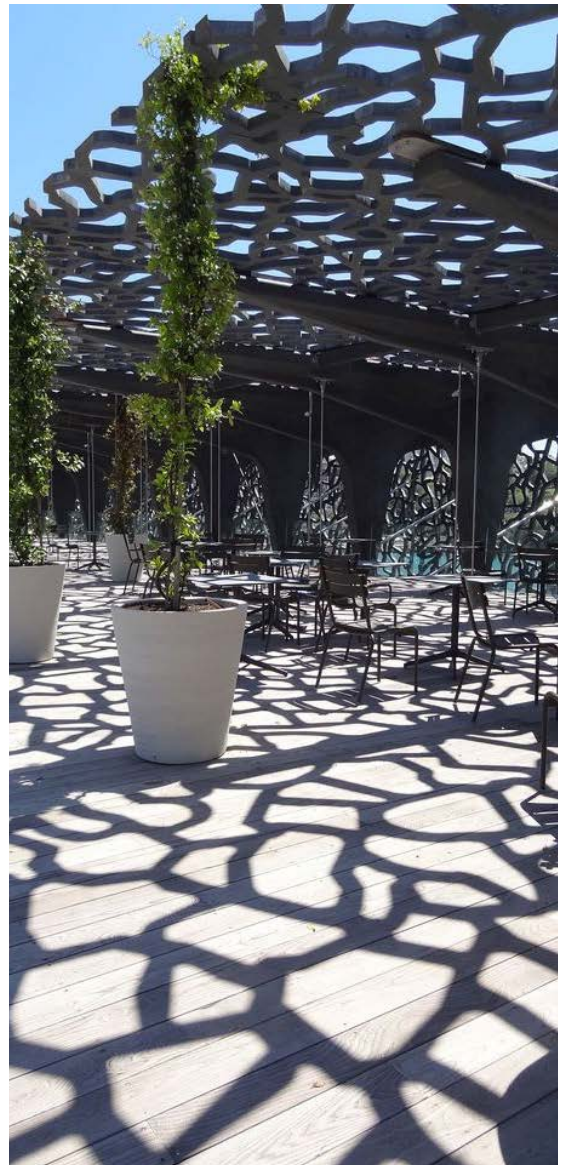


Metro Plaza

This open space will be one of the most civic open space within North Potomac Yard as it will function as the visual and physical arrival point for the Potomac Yard Metrorail station. As part of the Metrorail station, this Plaza has been configured to serve as a distinct and memorable form and space for departure and arrival from the Metrorail station. The buildings have been configured to create a unique and memorable shape from the ground (Figure 4.9) but also from the Metrorail Pavilion and pedestrian bridge which will be elevated approximately 20 feet above grade.

The Metro Plaza will be a minimum of 0.3 acres. It is anticipated that the Plaza will be an urban space with pavers and street trees to provide a variety of functions and uses. In addition, the streets adjacent to the Plaza may be curbless and use pavers or other special materials comparable to the Plaza to make the Plaza function as a larger space. The Plaza and streets together will be a minimum of approximately 0.7 acres. The Plaza will also be framed by ground floor retail and active uses such as outdoor dining/seating. The Metro Station pavilion will terminate the vista for the Plaza and reinforce the prominence of the Plaza as an active civic space. The Plaza will be an “iconic zone” that can include public art features, furniture, or creative paving/landscaping. The Plaza will also provide connections to Potomac Yard Park and the Potomac Yard Trail (Figure 4.9).

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FUTURE PERSPECTIVE



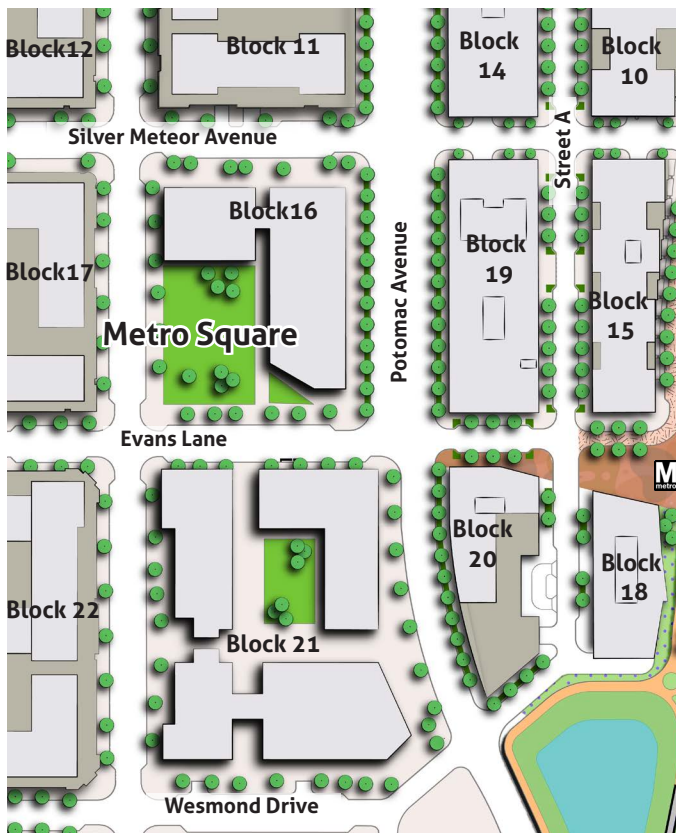


Figure 4.10: Metro Square and Block 21 Mid-block Connection



Metro Square

This park is proposed as an urban square of approximately 0.70 acres adjacent to a nearby dedicated high-capacity transit station (Metroway), and local bus service (Figure 4.10). The Square is required to be designed to have a distinct and clear public character. While the Metro Plaza will be a smaller and more functional space, this larger space will be a gathering area for the surrounding office and ground floor uses. Metro Square will be framed by the surrounding buildings with retail and active uses at the ground floor. Metro Square will need to be configured and designed in a manner that relates and provides connectivity to Metro Plaza to the east of Potomac Avenue. The design and configuration of the Market Green will be determined as part of the development review process for the future phases.

Centrally located within this neighborhood. Metro Square will visually connect to Metro Plaza and the Metro Station. The Square provides a civic and social space where office workers, potential theatre-goers, shoppers, commuters and residents can gather. The park is envisioned to include a mix of landscaping and hardscape (pervious where appropriate), providing a range of experiences to accommodate active social gathering. Amenities in the park may include benches, movable furniture, high-quality temporary retail carts, public art, historic interpretation, and water features. The park should be designed to accommodate programming and events that serve its diverse users. In support of the principle of collocation, future development should consider utilizing the space below the park (underground) for uses supportive of the character of the neighborhood, such as a theatre.

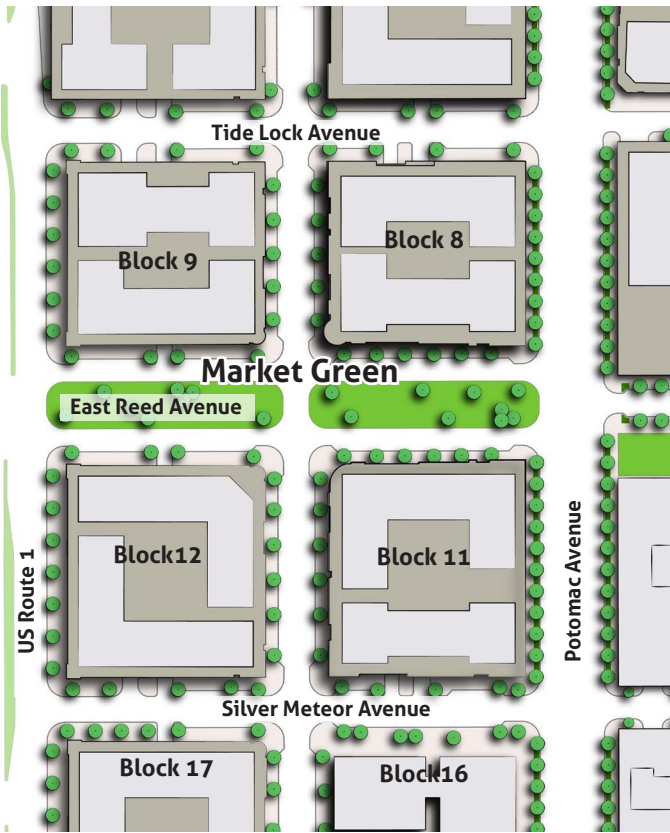


Figure 4.11: Market Green



Market Green

The Market Green is envisioned as open space forming the core of the Market Neighborhood (Figure 4.11). The green is proposed to occupy approximately 1.0-acre on East Reed Avenue. The Market Green will be framed at the ground level by active retail uses, and buildings that along portions of the park will rise up to 250 feet, the tallest and most prominent buildings in all of Potomac Yard. The design of the Market Green should reinforce this prominent location, and is envisioned to accommodate social and passive uses including pedestrian pathways, large open green spaces, plantings, and trees. Uses and activities in the Market Green may include special events, such as fairs, live music, markets, and other similar events, which may on occasion also utilize the adjacent streets. For this purpose, the street surfacing material surrounding the Market Green should be of a distinct character and material from the other streets to enhance the pedestrian experience. The design and configuration of the Market Green will be determined as part of the development review process for the future phases.



Market Lawn (Phase I)

Market Lawn will be an approximately 0.2-acre open space (Figure 4.12) on the eastern portion of Reed Avenue. This open space is located at the terminus of East Reed Avenue and will be an active social space framed by retail uses. The lawn, and adjacent street section along Reed Avenue, should be designed to be flexible to accommodate a variety of events and social gatherings such as outdoor movies, Farmer's Markets, and event programming. Streets adjacent to Market Lawn may be curbsless with special material to be a flexible extension of Market Lawn for occasional programming/events. The lawn will be designed with a combination of hard and landscaped materials that facilitate large gatherings and events, outdoor dining and seating, and creates an urban outdoor living room to the adjacent retail uses.

Internal Pedestrian Street / Connection

The Plan requires that a continual internal pedestrian connection be provided for Block 21 (Figure 4.10) which could consist of a central hardscaped open space area that could be lined with restaurants, outdoor dining, music venues, and theatre uses. This space is envisioned to be primarily hardscape with amenities that celebrate culture, art and creative expression. Stone Street in New York City could serve as a potential design precedent. This space provides a "break" in the standard street grid.

An internal pedestrian connection is also proposed within Block 10 (Figure 4.12) to provide access from the pedestrian retail street to Potomac Yard Park. This pedestrian connection will be framed with active uses and can include overhead elements and lighting to create visual interest for the park users.



Figure 4.12: Market Lawn and Block 10 Pedestrian Connection





Figure 4.13: Crescent Park



Crescent Park

Located at the intersection of the existing Potomac Yard trail and Four Mile Run Park (Landbay E) is Crescent Park (Figure 4.13). This curved open space (and adjoining strip to the west along Four Mile Run) creates an important connection between these two regional parks linking the associated trail networks with the Four Mile Run urban deck and Arlington. The park is required to be approximately 2.3 acres, and its orientation and crescent shape are configured to maximize access and vistas, including views of the Capitol building. The park also serves as a buffer between the proposed buildings and the George Washington Memorial Parkway. The park is partially bordered on its curved edge by a street, and defined by signature buildings that follow the curved, crescent shape of the park. The amenities for the park will likely include a large gathering and event space, pedestrian pathways, large open green spaces, significant landscaping, pedestrian and bicycle pathways, a stormwater water feature, and a possible civic use.

To realize the vision of these open spaces, and to reinforce them as a coordinated system of spaces, the Plan requires a comprehensive open space plan, that includes rooftop open space, with the specific requirements to be provided as part of the Coordinated Development District (CDD) approvals.

Roof-Top Open Space

Suggested roof-top amenities could include active courts and turf areas, dog parks and/or dog runs, and playgrounds, as well as passive recreational spaces to meet the needs of the anticipated population. Public access of certain blocks should be considered to enhance the recreational opportunities and views within North Potomac Yard, increase community interaction, and, on office buildings, to activate space in the evenings. These roof-top open spaces are

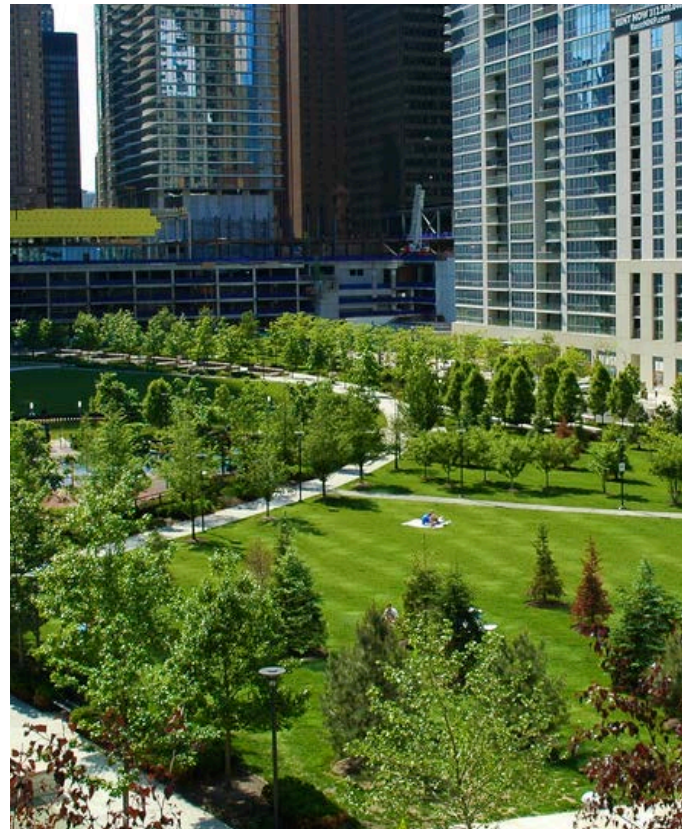
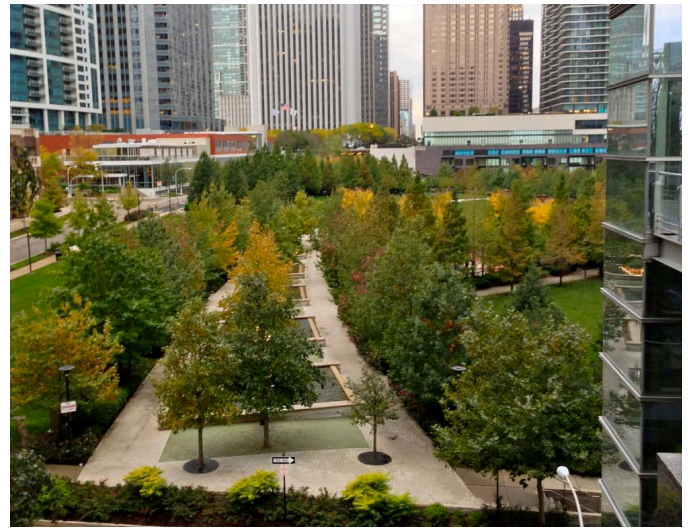
anticipated to incorporate substantial sustainable components, while maintaining access and uses for residents and building users.

Playing Fields

The City has a need for additional athletic playing fields for residents. While the Plan does not require the provision of playing fields within North Potomac Yard, the Plan recommends that the developer assist in the provision of off-site playing fields.

Pump Station

A pump station is necessary to accommodate the planned development within North Potomac Yard. The Plan recommends that the facility be generally located on the northeastern portion of the Plan area within or adjacent to Potomac Yard Park. The design of facility will require coordination with AlexRenew and as part of the Phase I DSUP and design of Potomac Yard Park. Because of the prominent location within the park, the facility will need to include high quality design, materials, and be integrated with the design of Potomac Yard Park. Additional information and recommendations are discussed further in *Chapter 7: Infrastructure*.



I. Housing

Consistent with the Housing Master Plan (HMP), the Plan envisions a variety of housing options designed to accommodate households with different incomes and abilities, at different life stages, and of different sizes. In 2013, the HMP established a “housing for all” policy to meet the diverse and changing housing preferences of existing and future Alexandrians, workers, and retirees and recommended focusing affordable housing efforts in areas with the greatest potential for increased density, in particular in mixed-use developments with good access to transit, jobs, and services.

The Plan recommends that 30% in additional density be allowed for the provision of affordable housing where appropriate, pursuant to Section 7-700 of the Zoning Ordinance.

Several tools will be instrumental in achieving this vision, including allowing additional bonus density for affordable housing; exploring opportunities to co-locate affordable housing with public uses (such as a school or recreation facility); and to use public land for affordable housing, when feasible; including public housing and/or replacement Resolution 830 units; and leveraging the City’s Housing Trust Fund with private, state, and federal funding to the greatest extent possible.

Resolution 830: Equivalent units required to replace public housing units when they are demolished or redeveloped.

Affordable housing contributions in the Plan will be governed by the city-wide guidelines in effect at the time development approvals are sought. It is anticipated that they will be satisfied through the provision of on-site housing units and/or cash contributions to the City’s Housing Trust Fund.

The growing unmet demand for affordable housing poses potential challenges to the city’s livability, economic competitiveness, social service network, and transportation system. In 2016, nine percent of the Potomac Yard Small Area’s rental housing stock was affordable to residents earning up to 60% of the Area Median Income (AMI) which ranges from \$45,660 for a one-person to \$65,160 for a four-person household.¹ Affordable units are currently available at The Station at Potomac Yard (64 units), Station 650 (8 units), and Notch 8 (12 units); 78 affordable rental units are also available just outside the small area plan at Jackson Crossing along with six affordable ownership units at The Preston. Providing and encouraging opportunities that increase the provision of affordable housing will help to meet growing demand.

In the City of Alexandria public housing typically serves households with incomes up to 30% of the Washington, D.C. area median income (“AMI”); affordable rental housing serves households with incomes up to 60% AMI; and workforce rental housing serves households with incomes up to 80% AMI. For qualified first-time homebuyers with incomes up to 100% of AMI, the City offers a range of homeownership assistance for the purchase of affordable for-sale units.

¹As determined by the U.S. Department of Housing and Urban Development (HUD).

Housing Case Study: Jackson Crossing

Jackson Crossing has created an infusion of much needed affordable housing along the booming and increasingly expensive Route 1 Corridor between Potomac Yard and Crystal City. The apartment project, constructed by AHC at the intersection of East Reed Avenue and Jefferson Davis Highway, opened in January 2016 to a waitlist of over 500 households. Built to Earthcraft program standards, the 78-unit property offers a range of units affordable to households with incomes up to 60% of the area median income (AMI) and features underground parking, a rooftop patio, and on-site management. Ground-floor community space provides a pre-K program, available to children of residents at a reduced cost. The project's completion along this transit-, amenity-, -employment-rich corridor hinged on the implementation of best practices and tools from the Housing Master Plan. AHC successfully leveraged the City's \$2.5 million investment (including a predevelopment loan) to secure \$24 million in low-income housing tax credit equity and private financing. The City also donated a publicly-owned parcel to assist AHC assemble land for the project while robust public engagement and education built community consensus and support.



Housing Case Study: Gateway at King and Beauregard

Slated for completion in late 2018, Gateway Apartments reflects an innovative public-nonprofit and for-profit partnership: the affordable housing project is being constructed within a large mixed-use development—the Gateway at King and Beauregard. The Alexandria Housing Development Corporation (AHDC) purchased air rights to construct 74 affordable rental units on top of ground-floor retail and contracted with the master developer to construct the below-ground parking required to serve the project. The City's support (a loan of up to \$5.5 million, including \$350,000 in predevelopment funding) has leveraged tax credit equity and other financing and enabled AHDC to broaden the project's level of affordability; units will serve households earning 40% to 60% AMI for a period of 60 years. In addition, the majority of units will be family-sized with two to three bedrooms, and 10% will be accessible. The project was the first in Alexandria to utilize the City's optional parking reductions for affordable housing effectively lowering project costs while its strategic location along a future bus-rapid-transit corridor and next to a bike-share station promises to expand residents' access to jobs and services.



Table 4.3. Development Summary

BLOCK #	PRINCIPAL LAND USE	OFFICE (SF)	RESIDENTIAL (SF)	OFFICE OR RESIDENTIAL (SF)	RETAIL (SF) ⁵	HOTEL (SF)	TOTAL ^{3,4}
1	OPEN SPACE (CRESCENT PARK)						
2	RESIDENTIAL	0	500,000	0	0	0	500,000
3	HOTEL	0	0	0	0	82,900	82,900
4 ¹	COMMUNITY FACILITY/ PUBLIC BUILDING	0	0	0	0	0	0
5	RESIDENTIAL	0	600,000	0	0	0	600,000
6	OFFICE/ RESIDENTIAL	110,000	0	250,000	35,000	0	395,000
CRESCENT GATEWAY NEIGHBORHOOD TOTAL		110,000	1,100,000	250,000	35,000	82,900	1,577,900
7	OFFICE/ RESIDENTIAL	0	0	240,400	31,600	0	272,000
8	OFFICE/ RESIDENTIAL	0	0	643,300	154,800	0	798,100
9	OFFICE/ RESIDENTIAL	55,000	0	260,000	40,000	0	365,000
10	OFFICE/ RESIDENTIAL	0	0	328,600	36,000	0	364,600
11	OFFICE/ RESIDENTIAL	0	0	643,400	171,900	0	815,300
12	OFFICE / RESIDENTIAL	55,000	0	295,000	50,000	0	400,000
13	OPEN SPACE (MARKET GREEN)						
14	RETAIL	0	0	0	62,900	0	62,900
MARKET DISTRICT NEIGHBORHOOD TOTAL		110,000	0	2,410,700	547,200	0	3,067,900
FLEXIBLE DISTRICT NEIGHBORHOOD ZONE (BLOCKS - 15, 16, 18 - 21) ²	OFFICE	1,100,000	0	484,300	212,800	87,100	1,884,200
17	OFFICE/RESIDENTIAL	60,000	0	250,000	50,000	0	360,000
22	OFFICE	370,000	0	0	65,000	0	435,000
23	OFFICE	180,000	0	0	20,000	0	200,000
METRO SQUARE NEIGHBORHOOD TOTAL		1,710,000	0	734,300	347,800	87,100	2,879,200
24	OPEN SPACE (POTOMAC YARD PARK EXTENSION)						
TOTAL (SF)							7,525,000

Notes:

1. Community facilities, public buildings and accessory uses may be provided on any block and are not deducted from the maximum permitted development; however the uses will be subject to the height requirements, design guidelines and other applicable elements as part of the development review process. Block 4 is reserved as a possible school site. Co-location of uses within Block 4 (including residential) is encouraged where feasible and shall not count toward the maximum development square footage.
2. Approximately 0.7-acres within block 16 or 21 will be provided as open space for Market Square Park within the Flexible Metrorail Zone.
3. The maximum amount of development shall be 7,525,000 sq. ft.; however, the amount of permitted development within each block is conceptual. The final amount of development may be permitted to be transferred from block to block and will be determined as part of the rezoning for the subject property and development special use permit.
4. In addition to the maximum amount of development, a minimum amount of density is required for each block pursuant to the minimum heights and other applicable requirements.
5. Additional ground floor retail locations may be approved, if they are consistent with the intent of the Small Area Plan and is approved as part of the development review process. The retail amount will be deducted from the maximum amount of development permitted within each block.

Land Use Recommendations

Land Use - Zoning

- 4.1** Adhere to CDD#19 to implement the Vision and recommendations of the Plan.
- 4.2** Permit the flexibility of office and/or residential uses for Blocks 6-12, 17, and 22.

Metro Square Neighborhood

- 4.3** Require predominantly office uses and ground floor retail uses for the Metro Square neighborhood.
- 4.4** Explore the provision of live performance space/theatre.
- 4.5** Explore the possibility of uses such as a theatre below Metro Square Park (underground).

Market Neighborhood

- 4.6** Allow flexibility for office and/or residential uses on upper floors within the blocks of this neighborhood.

Crescent Gateway Neighborhood

- 4.7** Require predominantly residential uses in this neighborhood.

Retail Uses

- 4.8** Locations with required retail shall be provided as depicted in Figure 4.3.
- 4.9** For optional retail locations, the ground floor height and depth shall be designed to not preclude retail uses.
- 4.10** Adhere to design standards and guidelines for all retail uses, including large-format retailers.
- 4.11** Adhere to standards for retail storefronts and signage.
- 4.12** Encourage opportunities for live-work and comparable ground floor uses.
- 4.13** Encourage neighborhood-serving retail uses, including the potential provision of a grocery store within the Metro Square or Market neighborhoods.
- 4.14** Explore the possibility of allowing street carts - vendors.
- 4.15** Require the submission of a comprehensive retail marketing strategy prior to the submission of a development special use permit for the first building and updated with each subsequent development approval.
- 4.16** Require district-wide management of retail (i.e. business improvement district, or other similar entity).

Building Height

- 4.17** Ensure that the ceiling heights and depths for various uses are flexible to encourage a broad range of uses within the residential and commercial buildings, particularly the ground floor.
- 4.18** Transition building height and scale to Route 1 and the existing residential neighborhoods to the west and the George Washington Memorial Parkway to the east.
- 4.19** Differentiate the height of the gateway elements of the neighborhood by establishing taller or shorter heights for these elements.
- 4.20** Adhere to the Federal Aviation Administration (FAA) flight path restrictions.
- 4.21** Adhere to maximum and minimum heights for each block consistent with Figures 4.5b.
- 4.22** Require that any amenity space on the top floor of the building of Block 2 be made periodically available for public functions and/or meetings.
- 4.23** Provide taller signature buildings at the central portion of the site to denote the symbolic center of North Potomac Yard, and at the visual terminus of Main Line Boulevard on the northern portion of the site.
- 4.24** Require a variety of heights within each block and for individual buildings.
- 4.25** For Blocks 7 and 10, height, massing, and building design shall be compatible with the adjoining character of the George Washington Memorial Parkway. For Block 7, maximum building height shall be 85 feet except additional height may be permitted as part of a development review process in consultation with the National Park Service (NPS). In no event, shall the maximum building height exceed 120 feet for the northern portion of the block and 180 feet for the southern portion of the block.
- 4.26** For Block 14 and 19, the height range shall be 60 – 90 feet. However, to ensure height variety, only one block is permitted to go up to 90 feet. The remaining block shall have a maximum height of 60 feet.
- 4.27** The building height for the locations depicted as signatures facades (Figure 3.3), will vary from the primary maximum height of the building by being lower or slightly taller as permitted herein, or through the architectural treatment. Where signature facades are required, it will be permitted to exceed the maximum building height by a maximum of two levels not to exceed 5,000 sq. ft., if approved as part of the development review process. The locations shall be limited to locations depicted in Figure 3.3- Signature Facades.

Parking

- 4.28** Implement parking maximums.
- 4.29** Require unbundled residential parking.
- 4.30** Implement parking ratios that reflect the transit-oriented nature of the development consistent with Table 4.2.
- 4.31** Require shared parking throughout North Potomac Yard.
- 4.32** A minimum of one level of underground parking is required for each block and/or building.
- 4.33** All of the parking for Blocks 2, 3, 5, 10, 14, 15, 18, 19, 20, and 21 is required to be entirely below-grade.
- 4.34** Any above-grade parking is required to be lined with active uses for each level for all street and park and/or open space frontages (Figures 4.6a, 4.6b, 4.6c, 4.6d). If collector parking garages are provided for retail uses, the garages will be predominantly screened with active uses and/or architectural treatments.
- 4.35** Generally require on-street parking for streets, excluding park frontages.
- 4.36** Require provision of long and short-term bicycle parking.

Open Space

- 4.37** Require the submission of a comprehensive Open Space Plan to identify the programming within each park/public open space. The Comprehensive Open Space Plan will include a mixture of active, passive, civic, and social spaces, as generally depicted in Figure 4.8.
- 4.38** The parks/open space required within the Framework Plan, which consist of the following, need to be implemented with the development of each neighborhood:
 - Minimum 2.3-acre public park at Four Mile Run to provide a meaningful connection to the City's open space network, consistent with the Four Mile Run Restoration Master Plan (Crescent Park);
 - A 1.0 acre park/open space in the retail district (Market Green);
 - An approximately 0.2-acre open space east of Potomac Avenue in the Market Neighborhood (Market Lawn)
 - A 0.7-acre park /urban square (Metro Square);
 - An approximately 0.3-acre plaza at the Metrorail Station (Metro Plaza)
 - An approximately 4.5-acre extension of Potomac Yard Park to provide usable open space along the rail corridor; and
 - Internal pedestrian connections with adjacent active uses shall be provided in the Metro Square and/or Market Neighborhoods.

- 4.39** Require that Potomac Yard Park and Crescent Park be dedicated to the City as public parks. The remainder of the parks (Crescent Park, Four Mile Run Promenade, Metro Square, Market Green, Market Lawn, and Metro Plaza) and the central open spaces are required to be privately maintained but accessible to the public through the provision of perpetual public access easements. Any open space over parking garages will provide perpetual public access easements.
- 4.40** A minimum of 15% of North Potomac Yard is required to be provided as ground level open space, with an additional 25% to be provided at either ground level or on rooftops. Blocks 2, 3, 5 and 21 within North Potomac Yard shall be required to provide additional open space due to the central ground level spaces within the blocks.
- 4.41** Explore the possibility of collocating uses in open space, for example, entertainment, civic and cultural uses, historical interpretation, public art, and stormwater management.
- 4.42** Provide separated paths for pedestrians and bicyclists in the open space at Four Mile Run and Potomac Yard Park.
- 4.43** Provide public and private dog parks and/or runs. Explore the possibility of locating these facilities on roof tops.
- 4.44** The developer shall assist in the provision of off-site playing fields.
- 4.45** Employ sound urban forestry principles and practices to improve the City's tree canopy.
- 4.46** Explore the possibility of including interim active recreational fields.
- 4.47** A pump station may be located on the northern portion within the Plan area within or adjacent to Potomac Yard Park. The facility will need to include high quality design, and materials, and be integrated with the design of Potomac Yard Park and be subject to the criteria and recommendations described in *Chapter 7: Infrastructure*.
- 4.48** The Plan envisions at least one internal pedestrian connection for one of the blocks within the Metro Square or Market Neighborhood which could consist of a central hardscaped open space area that could be lined with restaurants, outdoor dining, music venues, and theatre uses.
- 4.49** The design and configuration of the Market Green will be determined as part of the development review process for the future phases.

Housing

- 4.50** Contribute to the City's Housing Trust Fund, consistent with guidelines in effect at the time development approvals are sought; and /or provide affordable rental and for-sale workforce housing units with a minimum 40-year term of affordability, throughout North Potomac Yard.
- 4.51** To maximize housing diversity throughout the Plan area, allow bonus density of 30% for the provision of affordable housing pursuant to Section 7-700 of the Zoning Ordinance, as appropriate.
- 4.52** Allow for potential ARHA replacement units in the Plan area. Bonus density or height for affordable housing should be considered to facilitate possible public housing relocation to North Potomac Yard.
- 4.53** Offer a range of housing types to accommodate different household sizes and compositions, including studio, one, two and three bedroom units.
- 4.54** Incorporate green and sustainable designs and materials to enhance the interior living environment and to yield energy savings for residents.
- 4.55** Integrate universal design and/or accessibility features to accommodate multiple life stages and abilities. Incorporate "visitability" features, when feasible, to ensure new developments are accessible to people regardless of their physical abilities.
- 4.56** Explore opportunities for public, private and nonprofit collaborations to maximize the use of private and public land and to leverage all available resources for the development of affordable and workforce housing, including public housing and/or replacement Resolution 830 units.
- 4.57** Permit micro-units, where appropriate, to enhance housing affordability options.
- 4.58** Encourage co-location of affordable housing, including senior or assisted living, with future civic, municipal, and other uses where possible.