



North Potomac Yard

MEETING AGENDA

- A. Precedent Tour Debrief
- B. Brief Review – Advisory Group Role
- C. 2010 Plan Key Aspects
- D. JBG Presentation
 - Q&A
- E. AG Concept Plan Discussion
- F. Public Comment
- G. Next Steps

PLANNING PROCESSES

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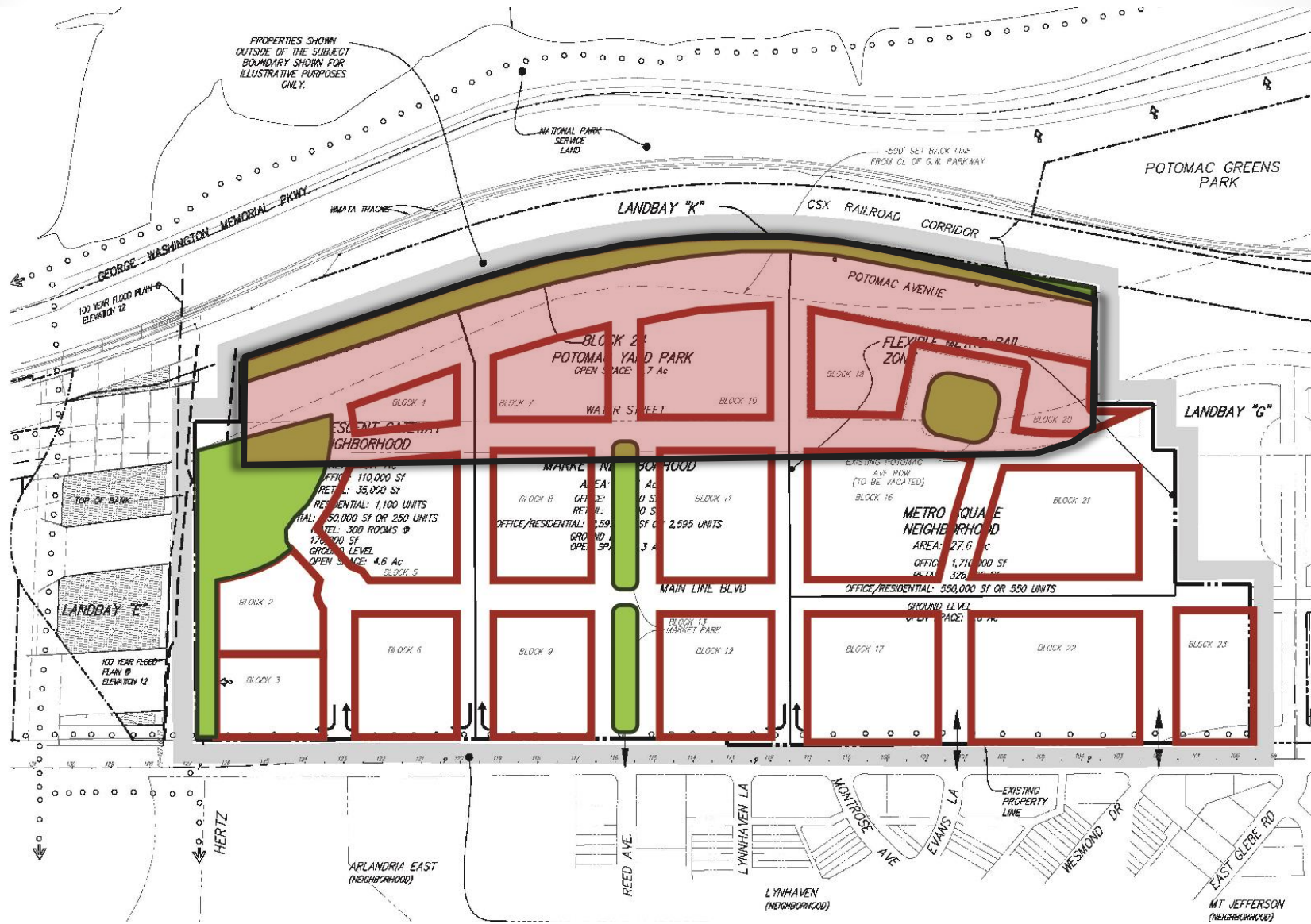
Master Plan (MPA): Identifies vision, goals, and high level policies guidance around land use, building heights, neighborhoods, and parks. It is the vision document that guides the future development/redevelopment.

CDD Concept Plan (CDD): Reinforces the Master Plan and provides the regulatory zoning requirements that includes location of streets, open space and building massing, infrastructure requirements and development conditions to achieve community benefits and Plan vision.

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Development Special Use Permit (DSUP): Site specific plan to implement the vision of the Master Plan. Projects are required to meet the conditions as outlined in the CDD Concept Plan, the Zoning Ordinance, and other City policies. A detailed plan that resolves architecture, building and site design, technical engineering, open space, and other requirements.

ADVISORY GROUP REVIEW



ADVISORY GROUP REVIEW CONSISTENCY WITH APPROVED MASTER PLAN

Master Plan

- Vision
- Plan Framework
- General Land Use, Heights, etc.
- Recommendations & Implementation

CDD Concept Plan

- Density
- Framework Streets
- Open Space Requirements
- Infrastructure
- Implementation & Conditions

DSUP

- Building Architecture Massing
- Site Design
- Technical Engineering

2010 NORTH POTOMAC YARD PLAN PRINCIPLES

- **Environmental** sustainability
- **Economic** sustainability
- **Design** excellence
- Vibrant and diverse **mixed-use**

- Comprehensive **multi-modal** transportation
- **Quality streetscape** and network of usable open spaces
- **Connections and transitions** appropriate to and protective of the character of surrounding neighborhoods



North Potomac Yard

Small Area Plan



NEIGHBORHOODS



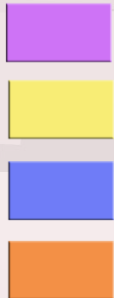
Legend

-  Crescent Gateway Neighborhood
-  Market Neighborhood
-  Metro Neighborhood

LAND USES



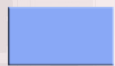
Legend



- Hotel**
- Residential**
- Office**
- Mix of Office and Residential**



Parks



**Public Plaza
- Metro**



Required Retail



Preferred Retail



Planned Retail

BUILDING HEIGHTS (MAXIMUMS)



TRANSPORTATION



The Final Location for the Dedicated Transit Stations will be finalized as part of the final configuration of streets, blocks, and buildings within the Flexible Metrorail Zone and as required by any applicable land use provisions.

Legend



Dedicated Transit Corridor



Transit Station Location



Planned Future Metro Entrance



OPEN SPACE



- Crescent Park: ~ 3 ac
- Landbay K Park: ~ 3.5 – 4 ac
- Metro Square: ~ .70 ac
- Market Greens Finger Parks: ~1 ac
- Four Mile Run Urban Deck

COMMUNITY FACILITIES

School site, childcare, colocation of community facilities, flexibility, development and zoning incentives, comprehensive CF proposal as part of DSUP



ENVIRONMENTAL SUSTAINABILITY

District wide measures, green roofs, balance of land uses, native plants, open space network, quality built form, integrated stormwater management, water conservation



AFFORDABLE HOUSING

Contributions/ housing for a wide range of incomes, ages, household types and sizes, sustainable design/materials, public housing, partnerships to maximize opportunity





THE JBG COMPANIES®

POTOMAC YARD | PARCEL ONE REDEVELOPMENT

MASTER PLANNING
DEVELOPMENT PLAN + VISION

streetsense.

MAY 16, 2016



PHASE 1

NORTH POTOMAC YARD

US ROUTE 1

**E REED
AVE.**

E GLEBE RD.

Target Density Comparison – Full CDD

Use	CDD	Current Plan	Increase (Decrease)
Office	1,930,000 SF	1,930,000 SF	–
Retail	930,000 SF	930,000 SF	–
Residential	1,100,000 SF	1,100,000 SF	–
Office or Residential	3,395,000 SF	3,395,000 SF	–
Hotel	170,000 SF	170,000 SF	–
Open Space	152,460 SF	152,460 SF	–



CEB Tower



900 16th Street (16th & Eye)



USDOT Headquarters



Atlantic Plumbing



District (14th & S)



Renaissance Arlington Capital View

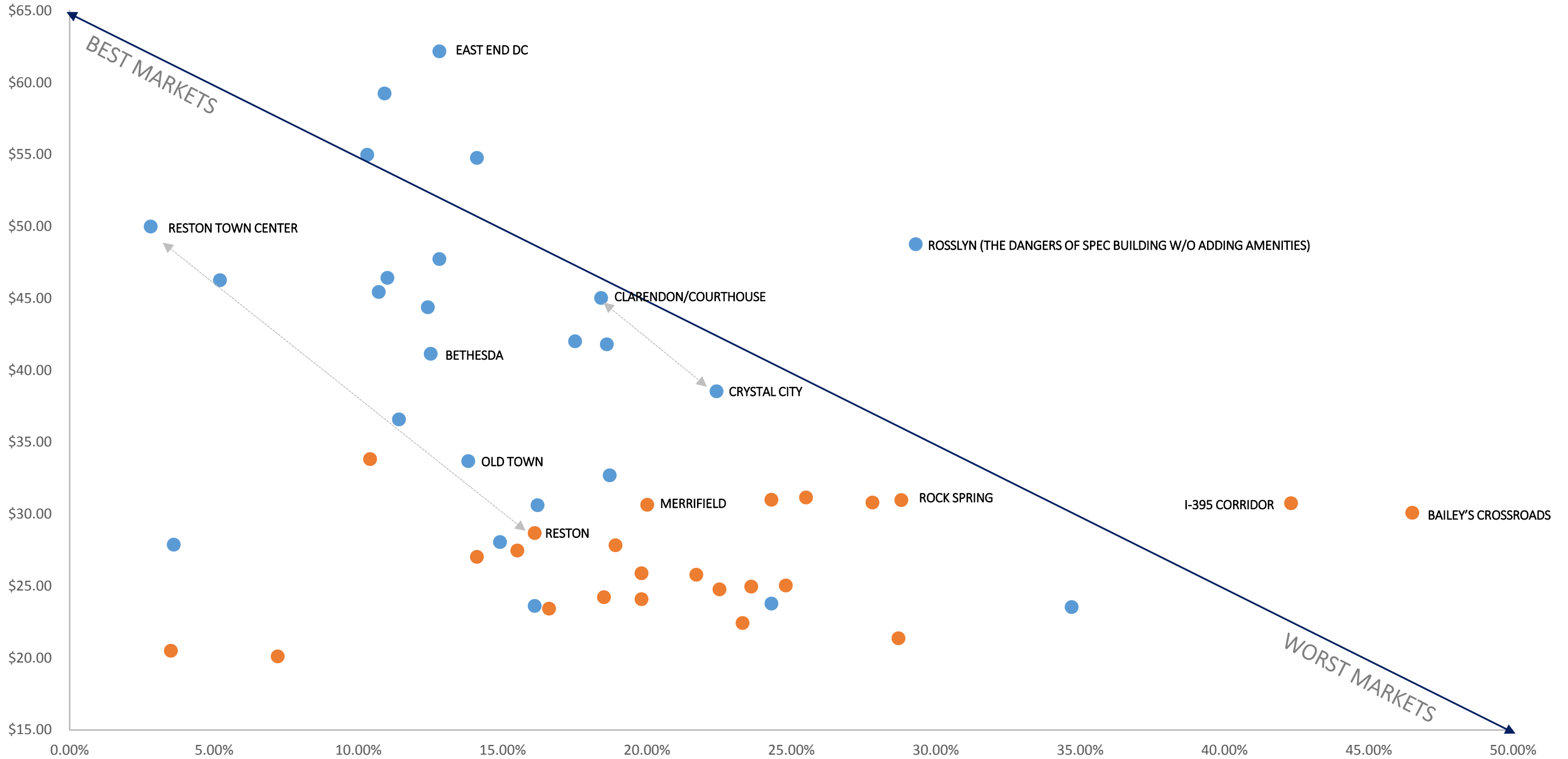
Vision Statement

The Landbay F redevelopment will transform Potomac Yard Center from an **auto-oriented, single-use power center** to a **vibrant, pedestrian-oriented, mixed-use neighborhood**.

Landbay F Design Process

1. Identify Site
2. Research Market Demand
3. Design for Demand & Creation of Place
4. Create a Catalyst for Future Development

THE IMPORTANCE OF METRO + AMENITIES (CLEAR PATTERN OF SUCCESS)



THE IMPORTANCE OF METRO + AMENITIES (CLEAR PATTERN OF SUCCESS)

WITHIN 0.75 MILE OF A CURRENT OR PLANNED METRO STATION....



94%

of office leasing activity
in the DC metro area

90%

of the active
office/residential
construction in the DC metro
area

60%

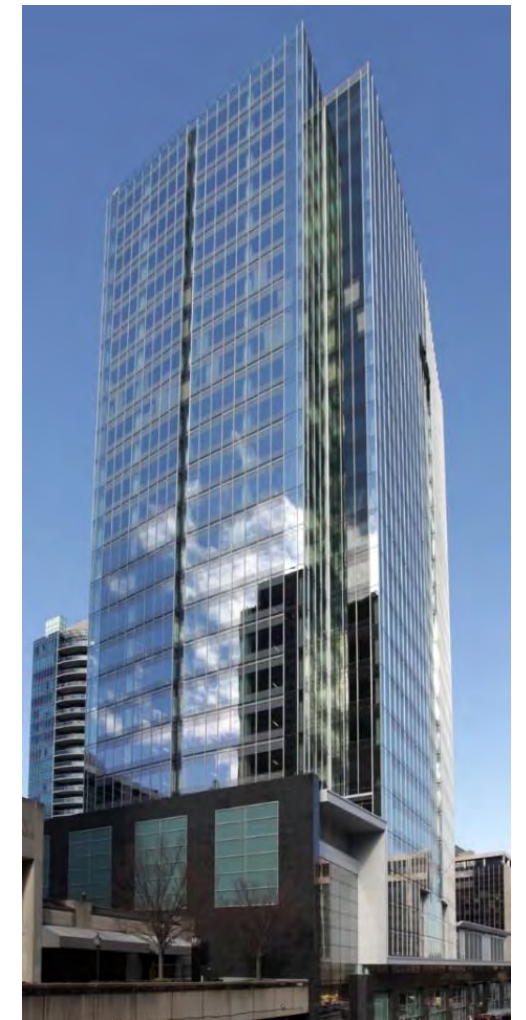
Rent premium for office and
multifamily property types

THE DANGERS OF NON-AMENITIZED, SPECULATIVE SPACE...

Central Place
Delivery: 2018
Leased: 345k SF
Retail: 45K SF
Residential: 377 Units

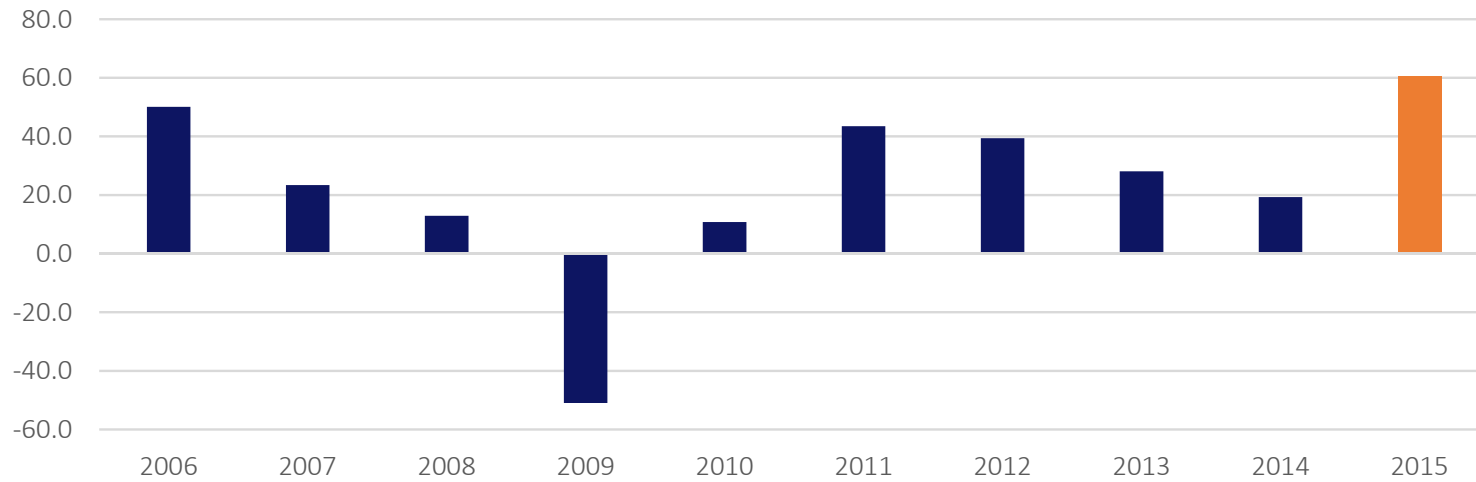


1812 N. Moore
Delivery: 2013
Leased: 0 SF
Non-viable retail
No mixed use

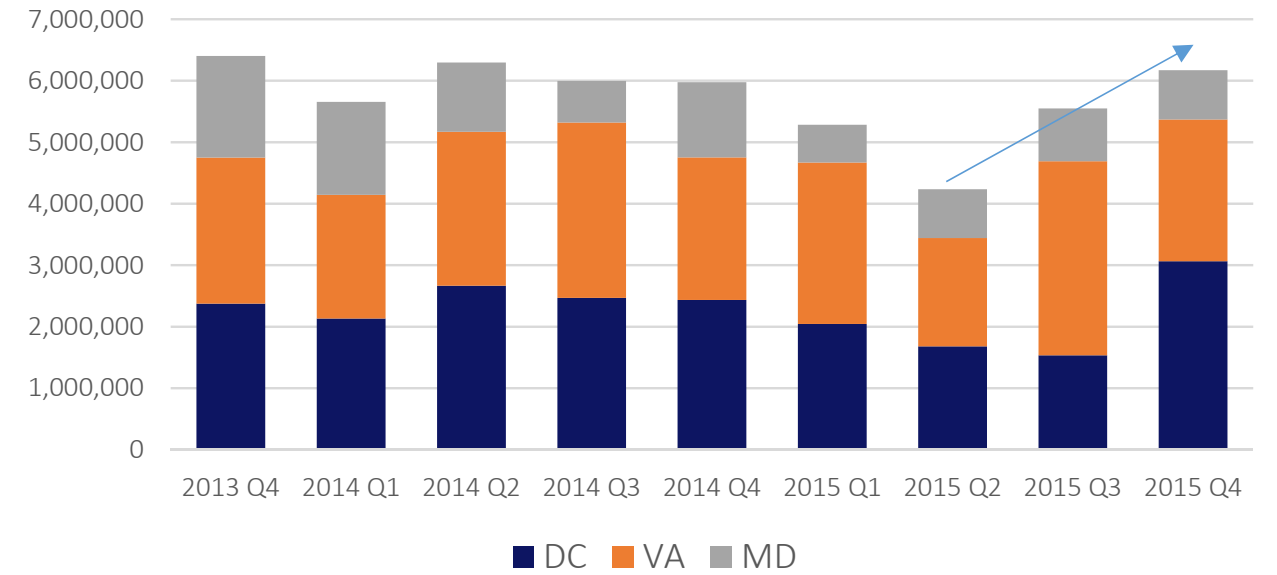


OFFICE MARKET RESURGENCE

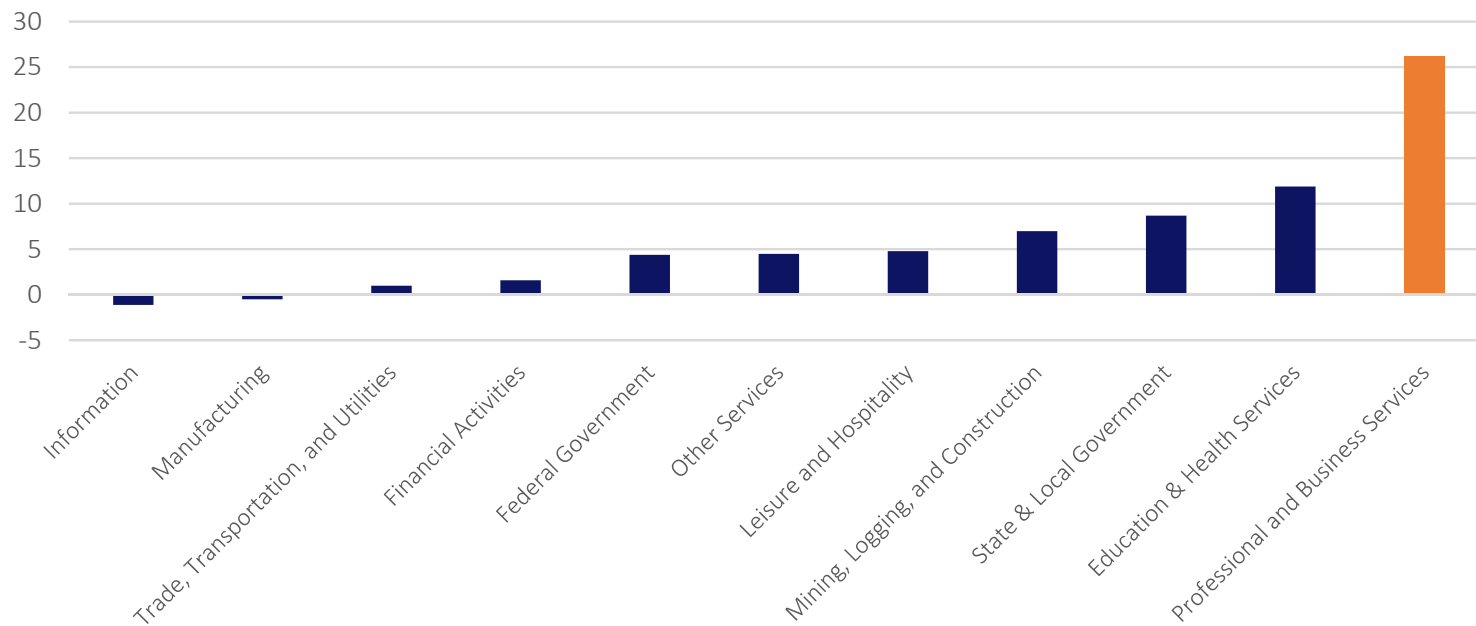
Annual Avg. Employment Delta



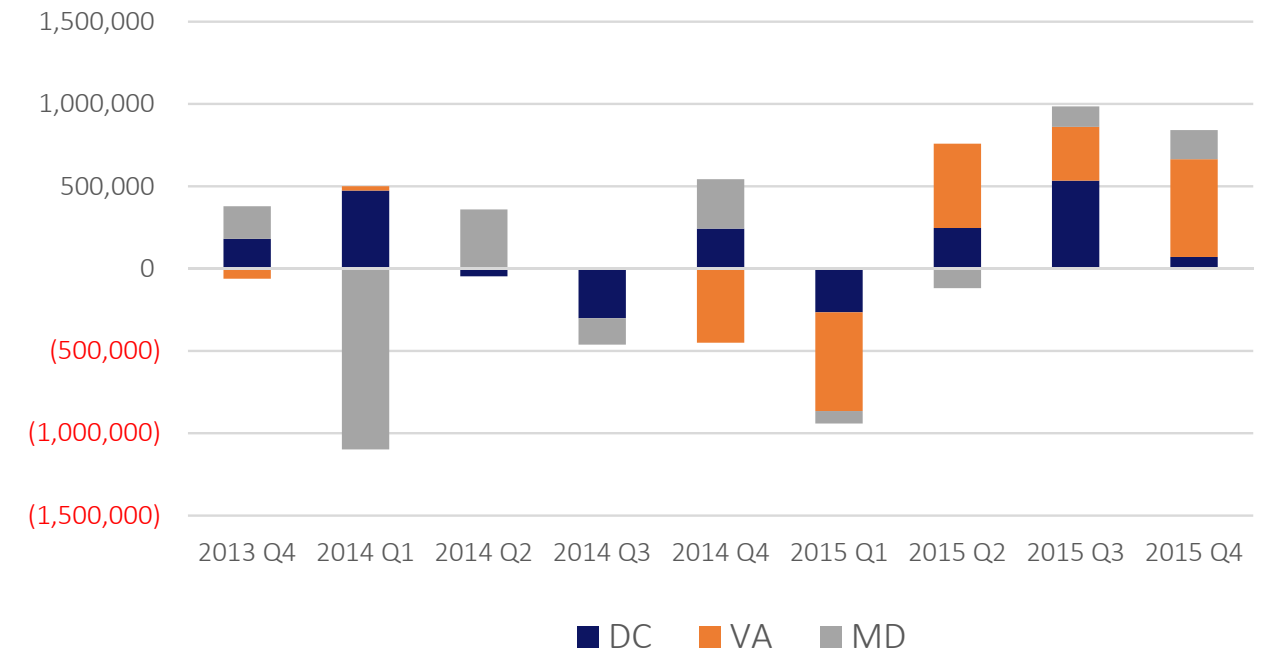
Direct Leasing Activity



December 2014-December 2015 Growth by Sector



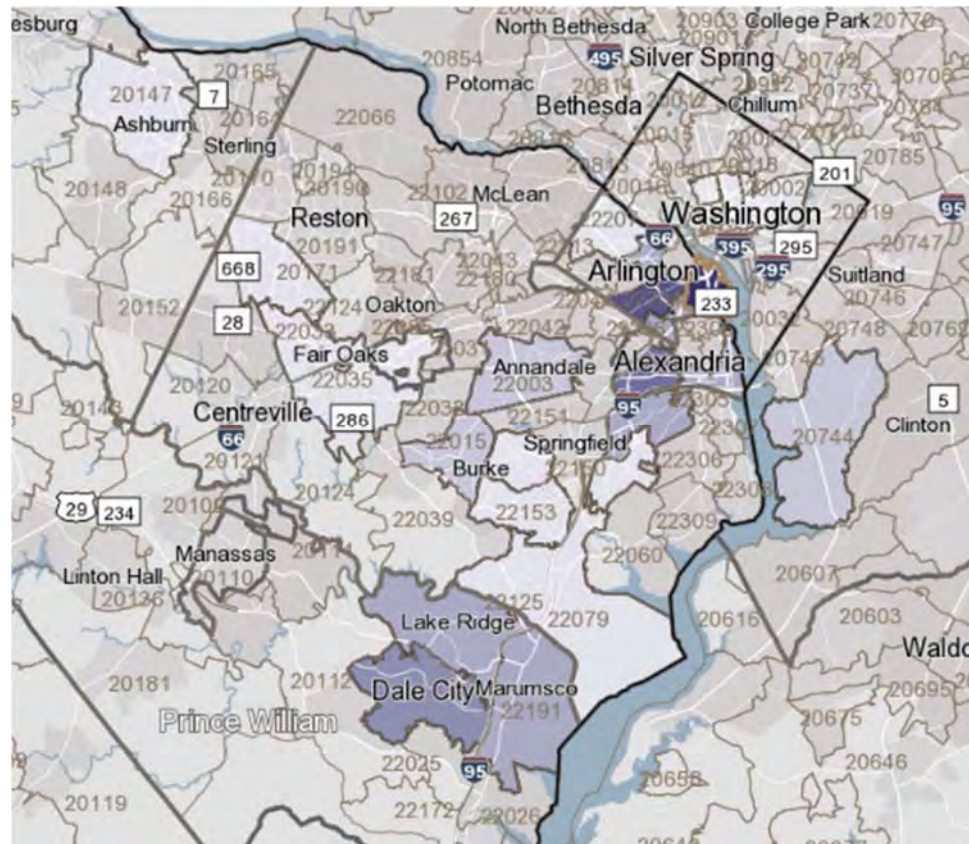
Direct Net Absorption



DEMOGRAPHIC ANALYSIS AREAS (COMMUTERS, RETAIL, RESIDENTS)

TOP COMMUTING ZIPS

This map shows the top zip codes for office workers who commuted into the 22202 Zip Code where today's office space is concentrated. This is a good demographic survey because these commuters are likely retail consumers as well as potential residents for housing close to work.



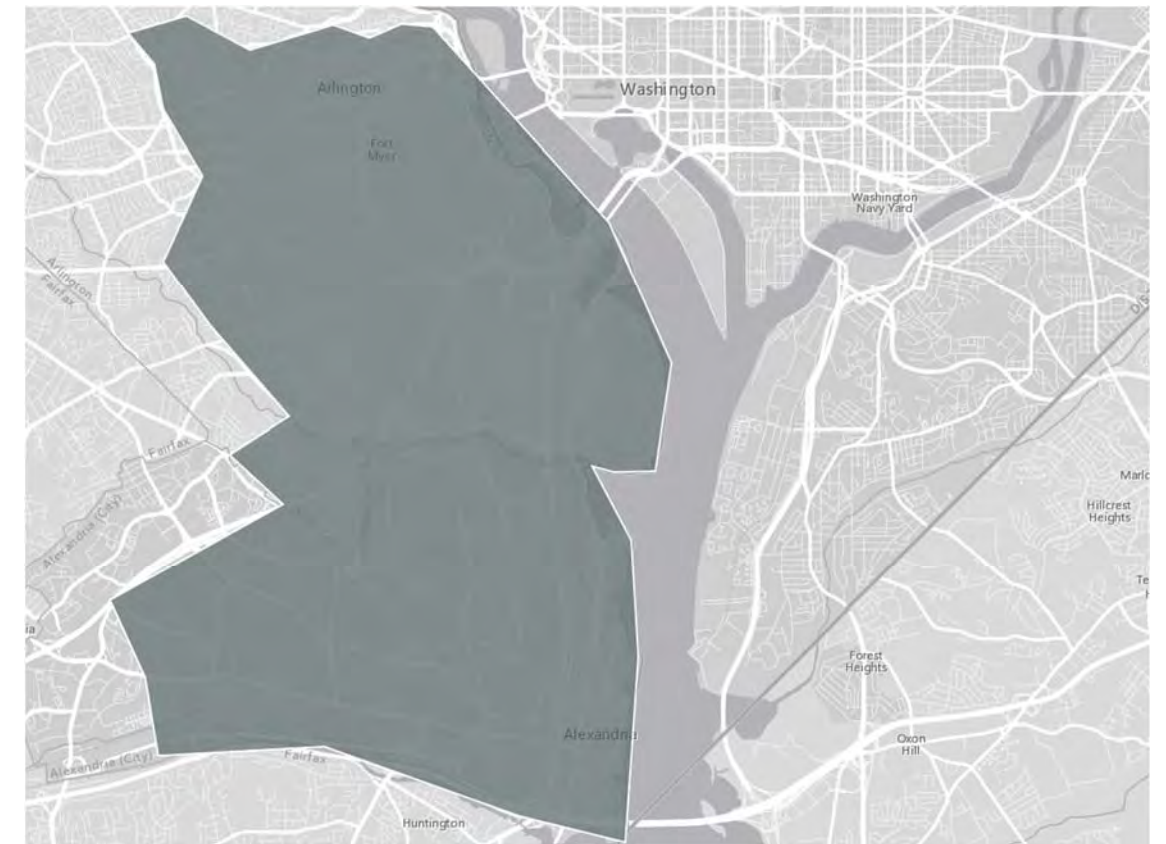
POTOMAC YARD

This is a survey of current Potomac Yard residents and includes rental product and the townhomes. The demographics skew to the townhomes as many of the rental buildings are too new to be captured.

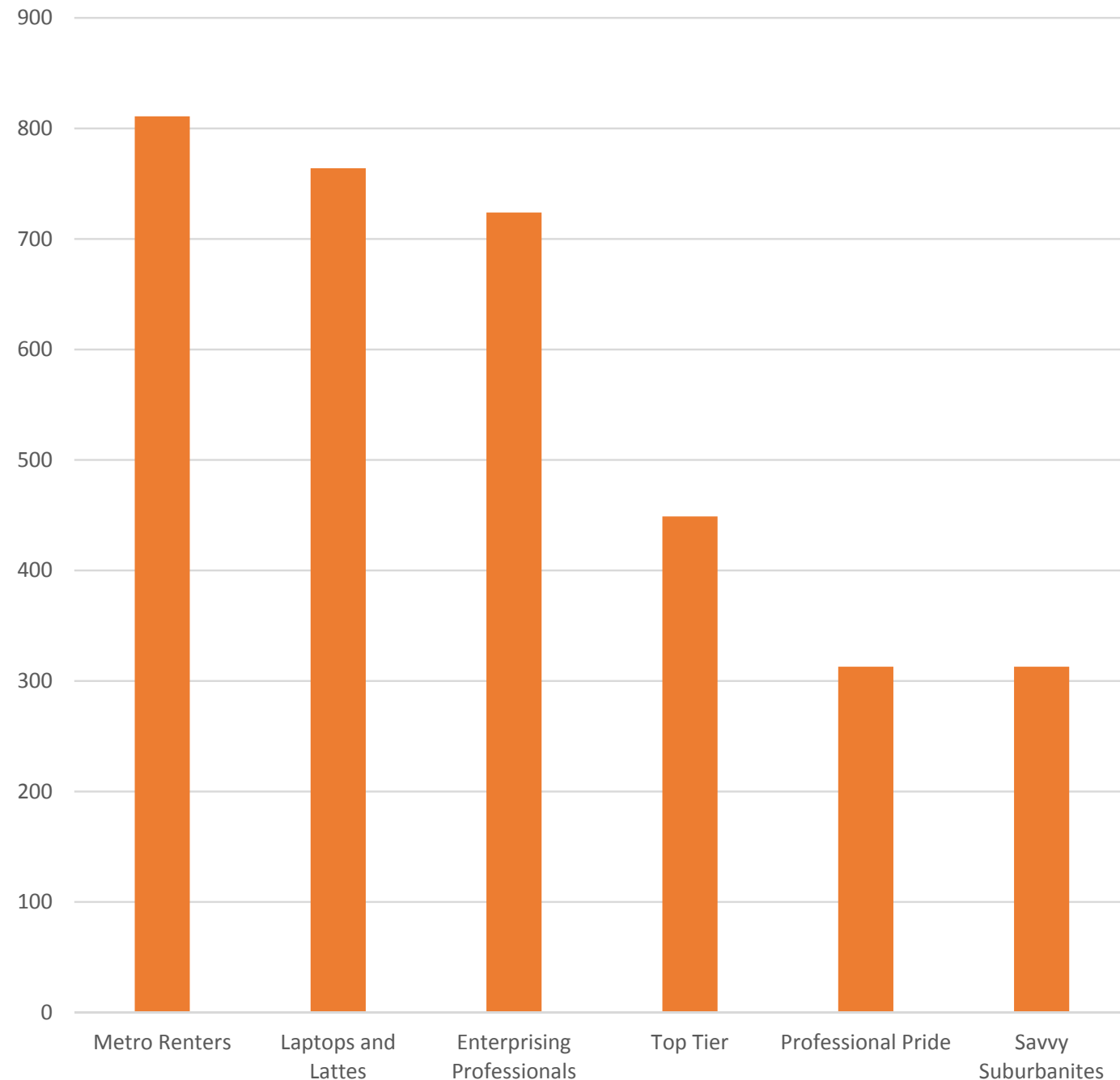


STREETSENSE RETAIL CAPTURE

This is the capture area that Streetsense defined for the new retail. It includes parts of the Rosslyn-Ballston corridor as well as Crystal City, Alexandria, and close-in residential neighborhoods such as Del Ray and Aurora Highlands. We surveyed these demographics to assess retail merchandizing as well as potential new residential customers



DEMOGRAPHIC ANALYSIS AREAS (TOP TAPESTRIES)



METRO RENTERS

“Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties.”

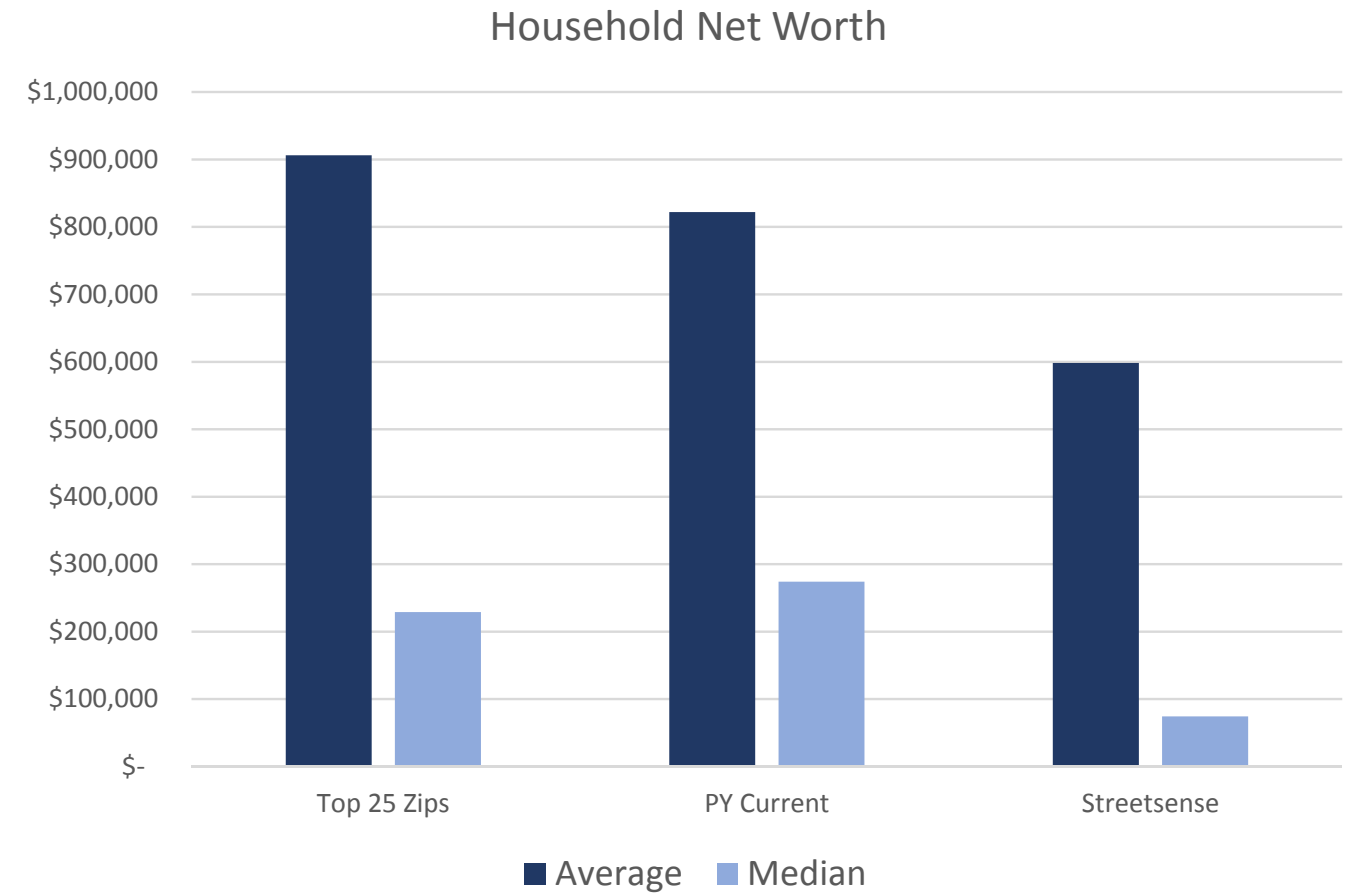
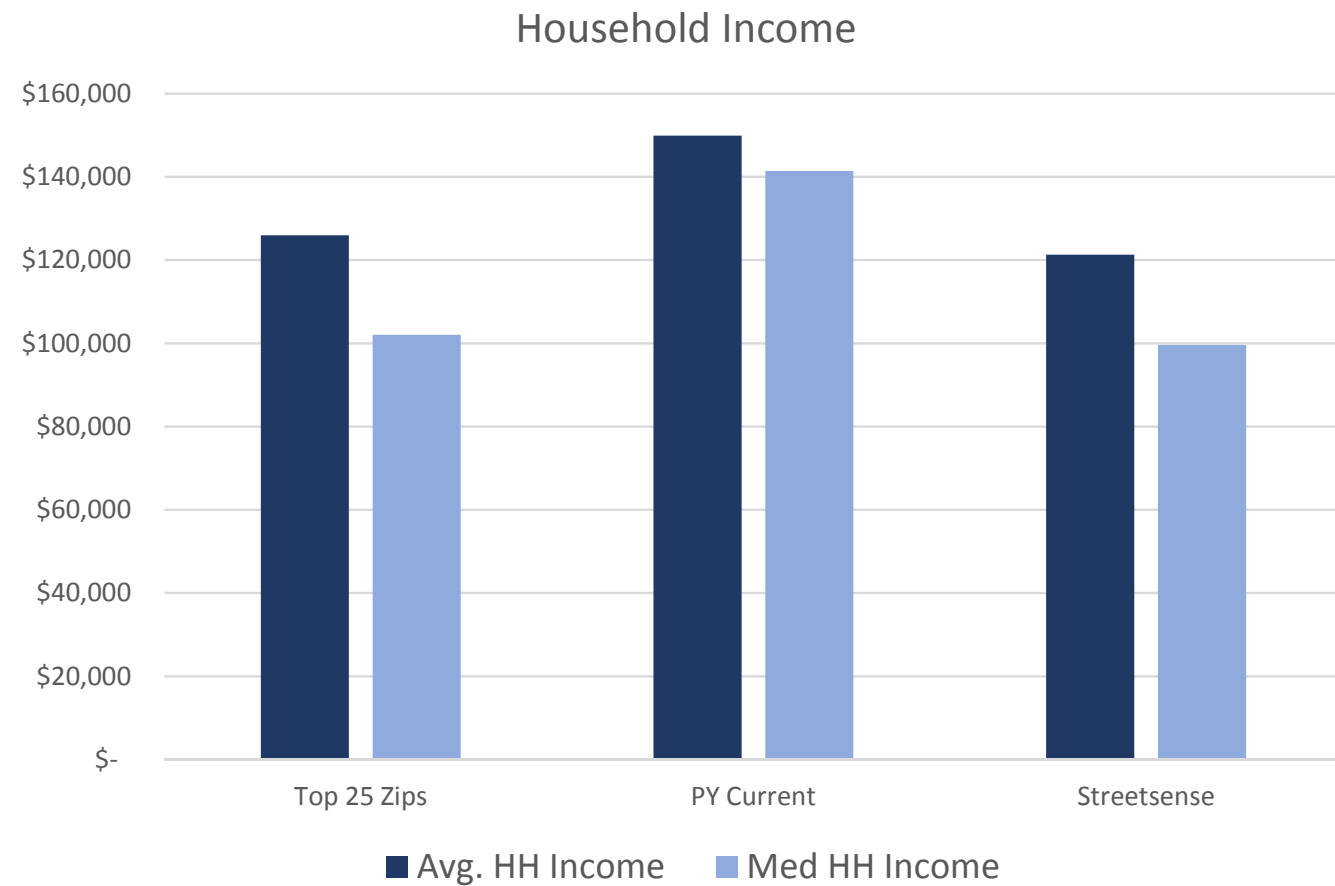
LAPTOPS AND LATTES

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas.

ENTERPRISING PROFESSIONALS

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas.

DEMOGRAPHIC ANALYSIS AREAS (INCOME & NET WORTH)

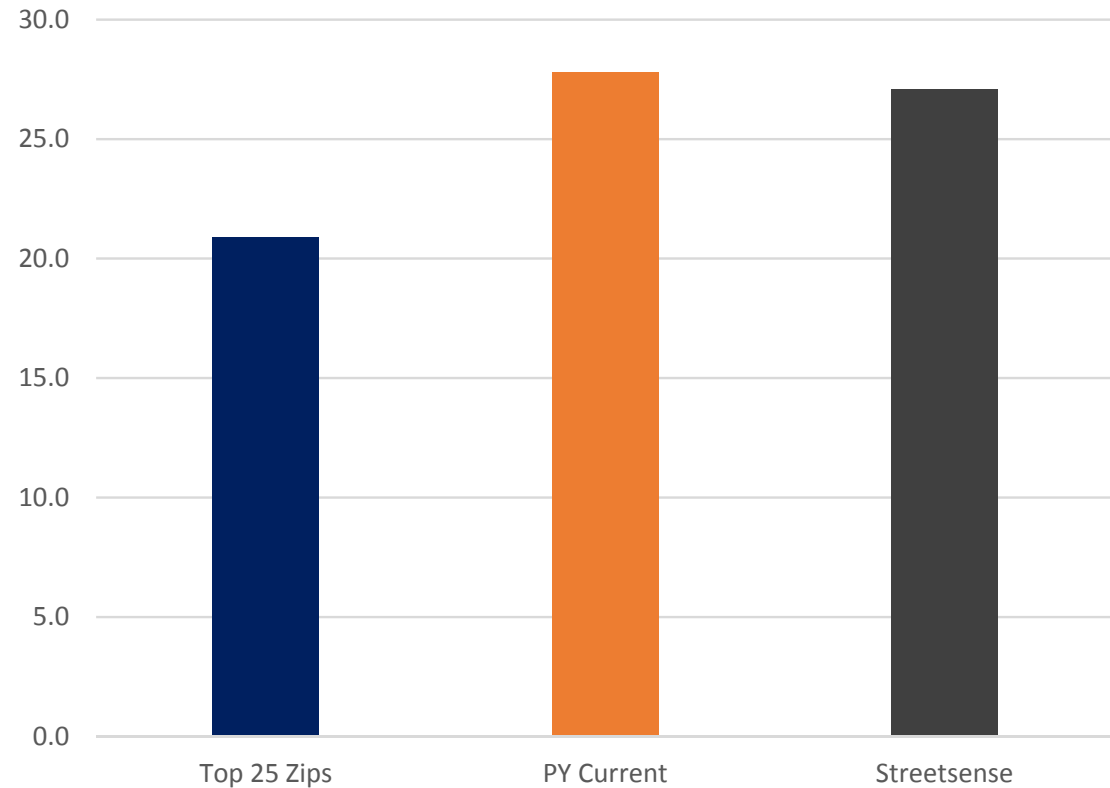


- All three capture areas show high incomes
- Potomac Yard itself has proven to be a magnet for higher-income residents than the retail capture area or the commuter base
- The median and average incomes are closest in Potomac Yard, suggesting a homogeneity of incomes.

- Average vs. Median net worth shows significant spreads, with the highest average among commuters due to high levels of home ownership in this group.
- The retail capture area is relatively high income with relatively low net worth, suggesting that retail and the renter pool may be similar.

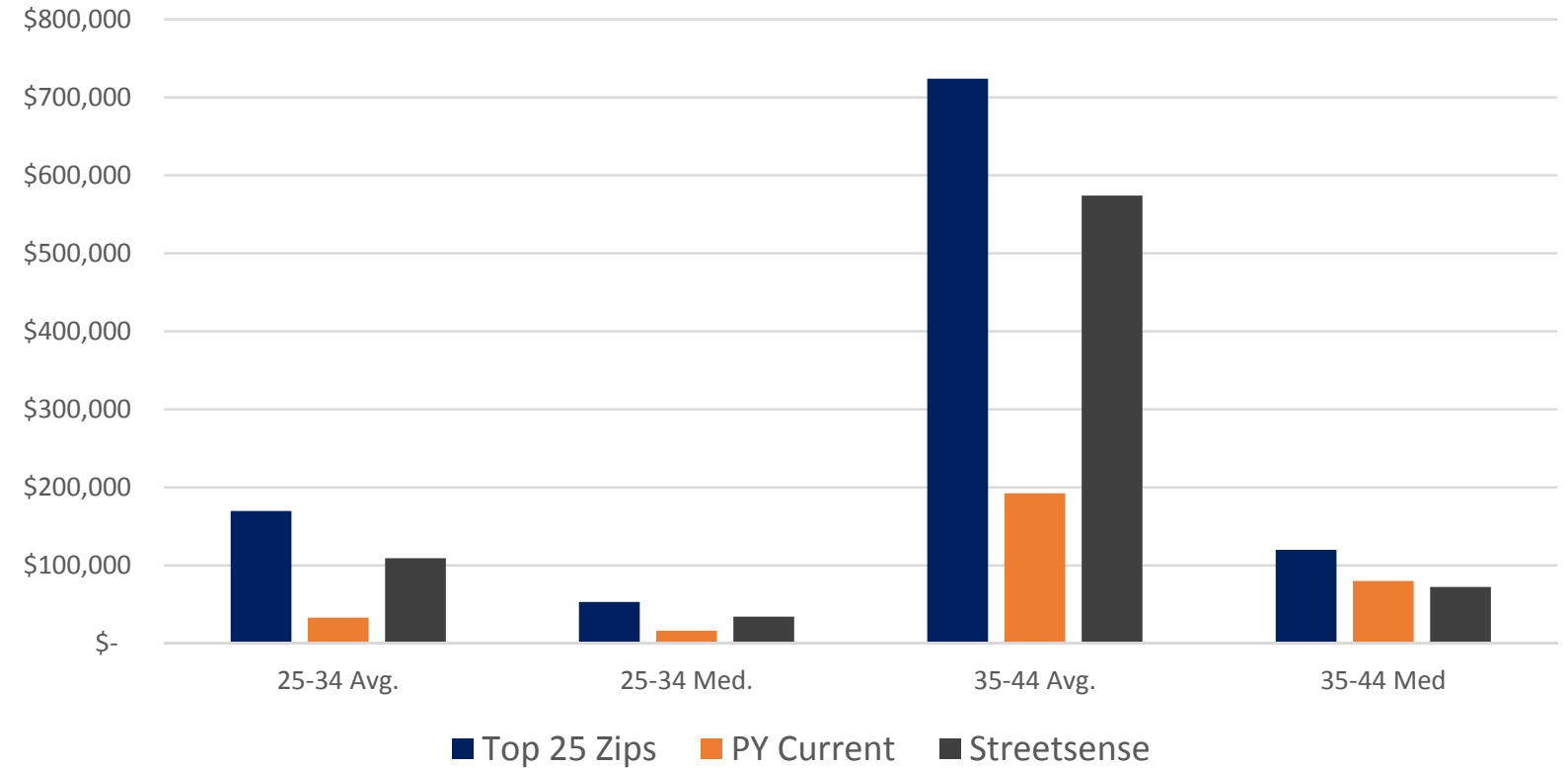
DEMOGRAPHIC ANALYSIS AREAS (INCOME & NET WORTH)

25-34 Year Olds as % of Population



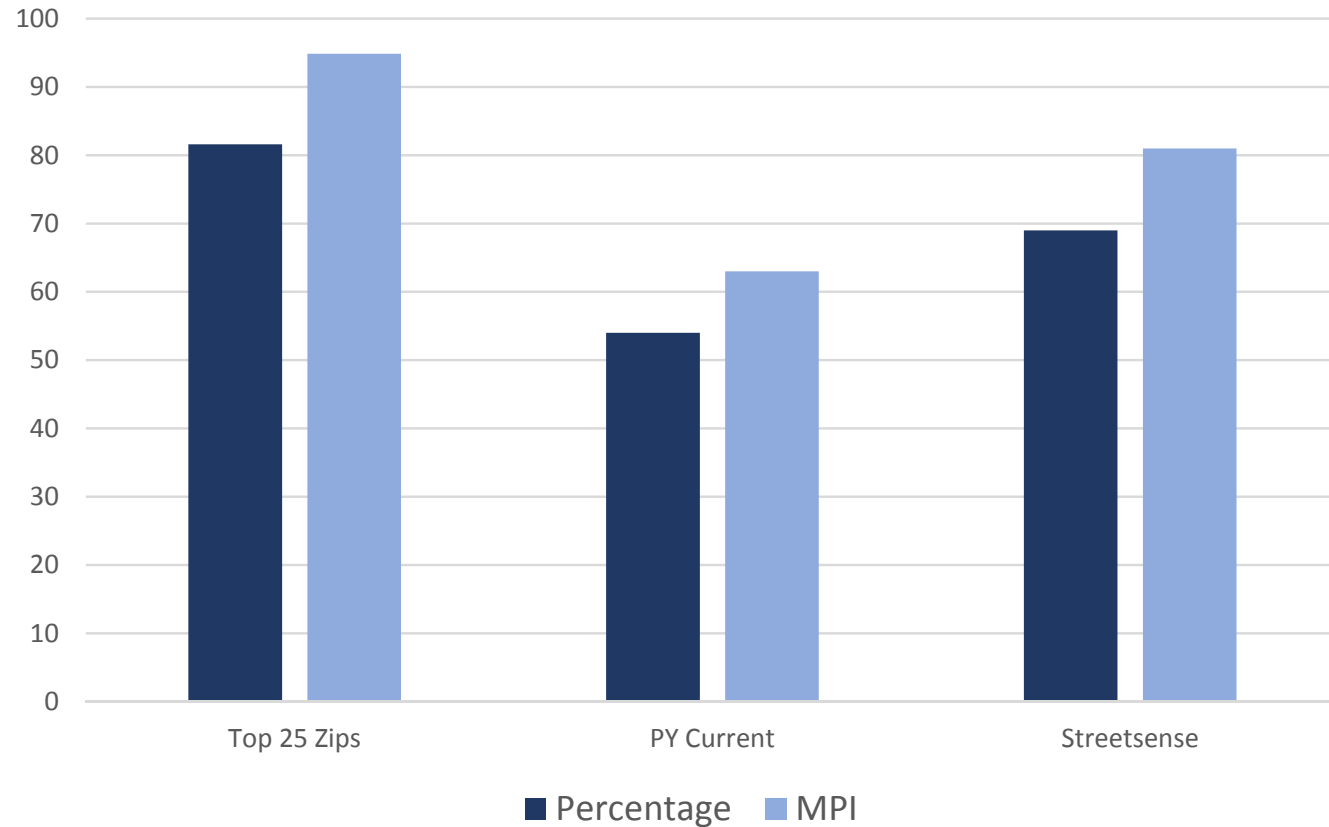
- 25-34 year olds make up the largest percentage of population in all three capture areas
- The percentage is highest among the current Potomac Yard population, indicating a preference among 25-34 year olds for the Potomac Yard environment today.

Net Worth by Age



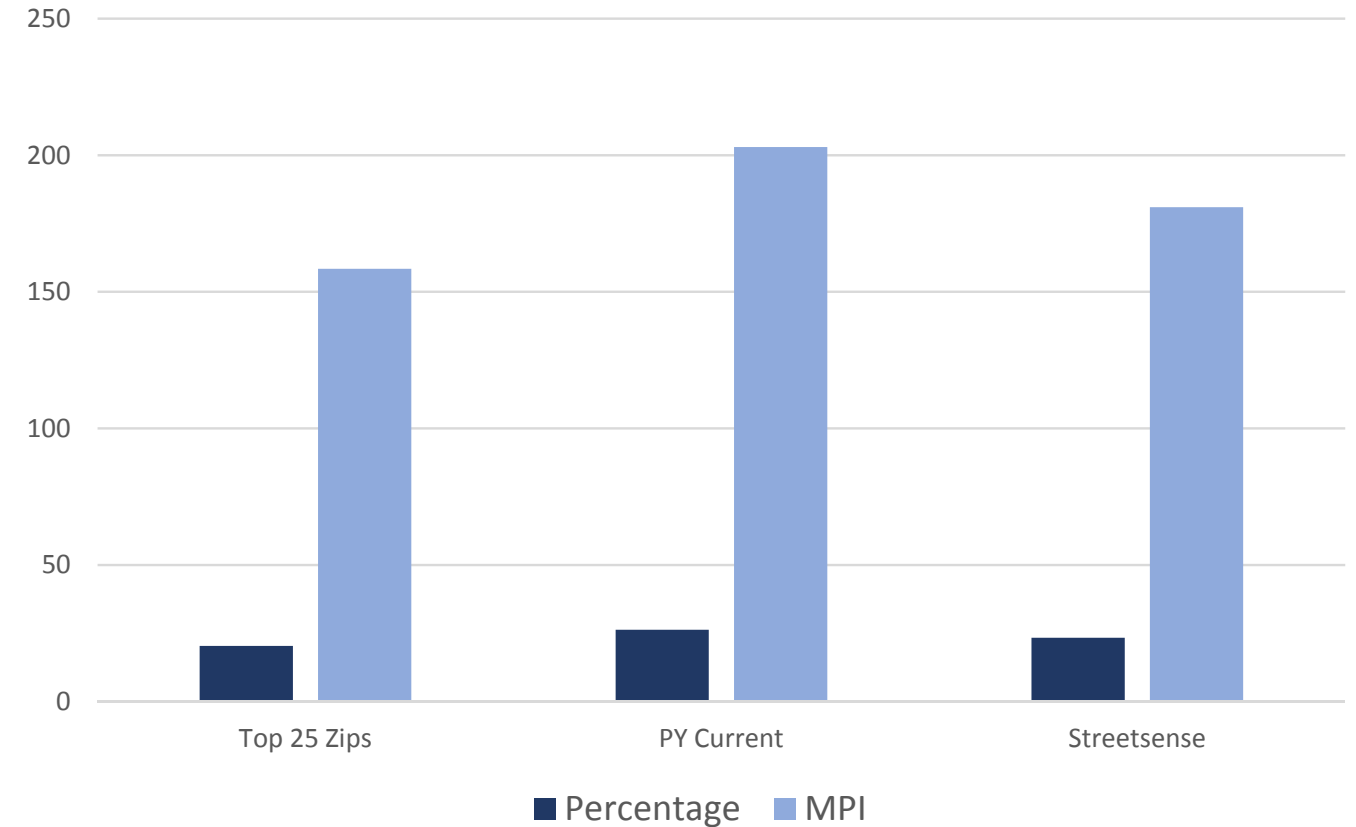
- The commuters, as indicated by homeownership/net worth levels are significantly older.
- Net worth among this group, however, is very low although it is highest among the commuters who skew towards homeownership.

Owns/Leases a Vehicle



- Potomac Yard is far less car-dependent than would be expected for a current non-Metro location.
- The blue bar shows the percentage of ownerships who own a car and the gray shows how that compares to the national index.
- This is essentially already a transit-reliant neighborhood along with much of the retail capture area.

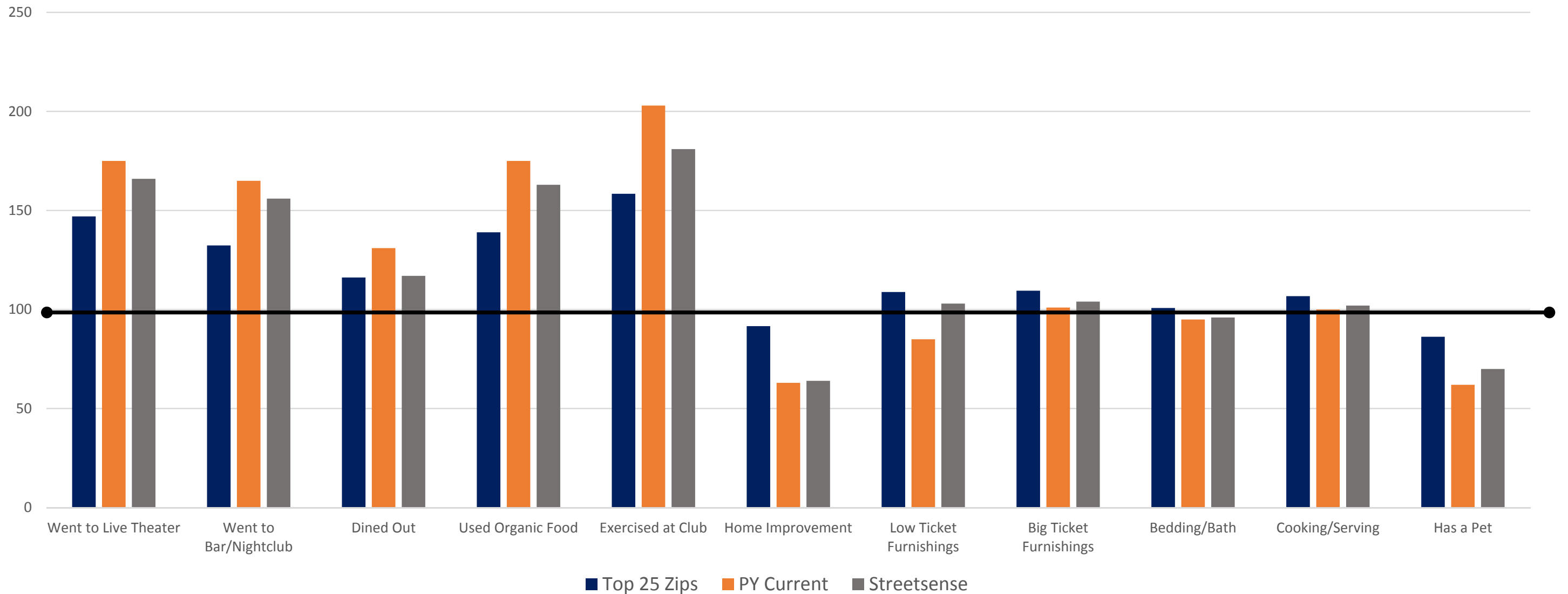
Exercises at a Health Club 2+ Times/Week



- A fitness anchor is compelling from a retail perspective.
- Residents and prospective residents are very likely to exercise at a health club compared to the national average.
- This supports our initial retail merchandizing and our tie-in of the fitness center to the apartment plan.

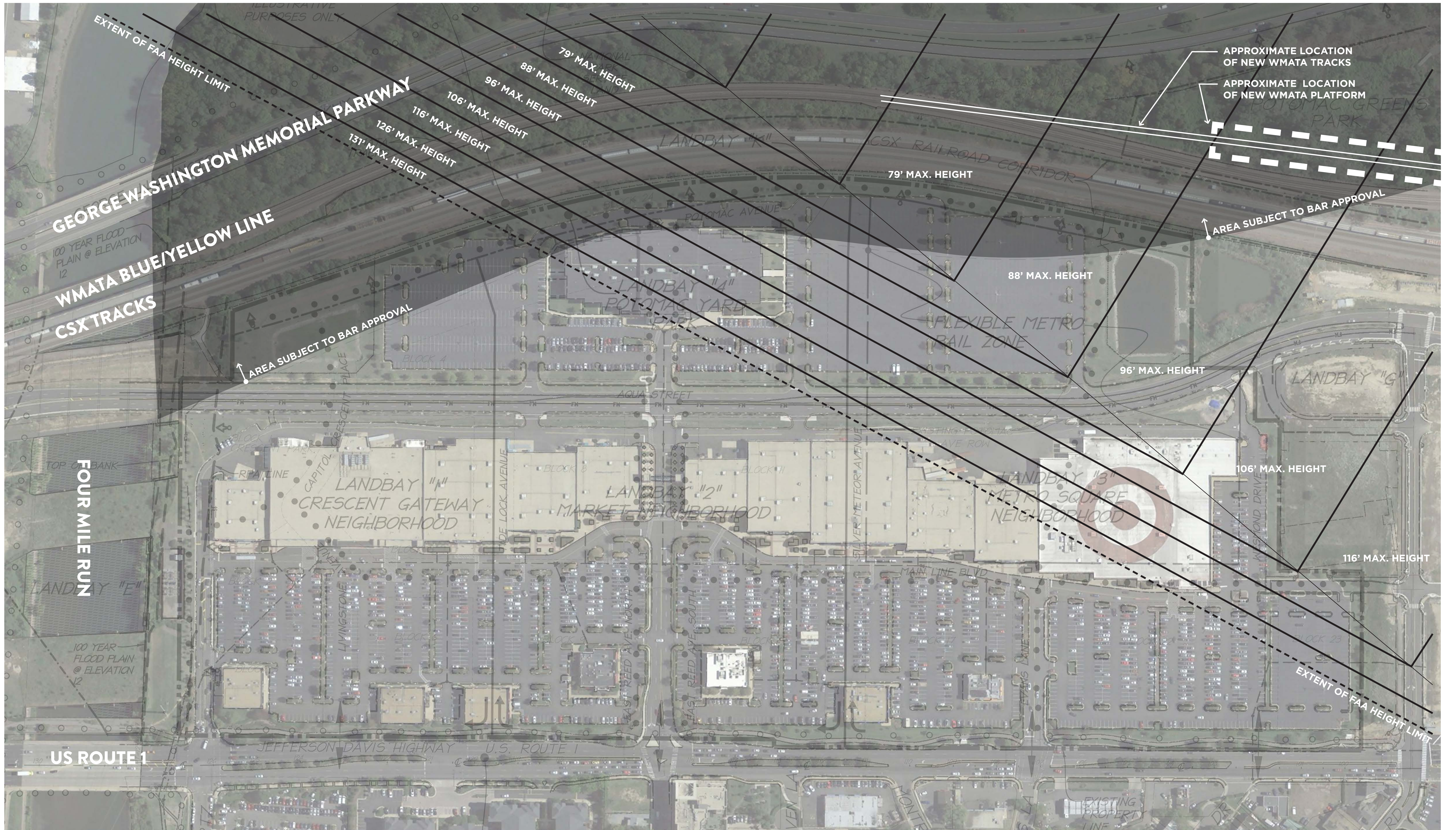
DEMOGRAPHIC ANALYSIS AREAS (KEY RETAIL BEHAVIORS)

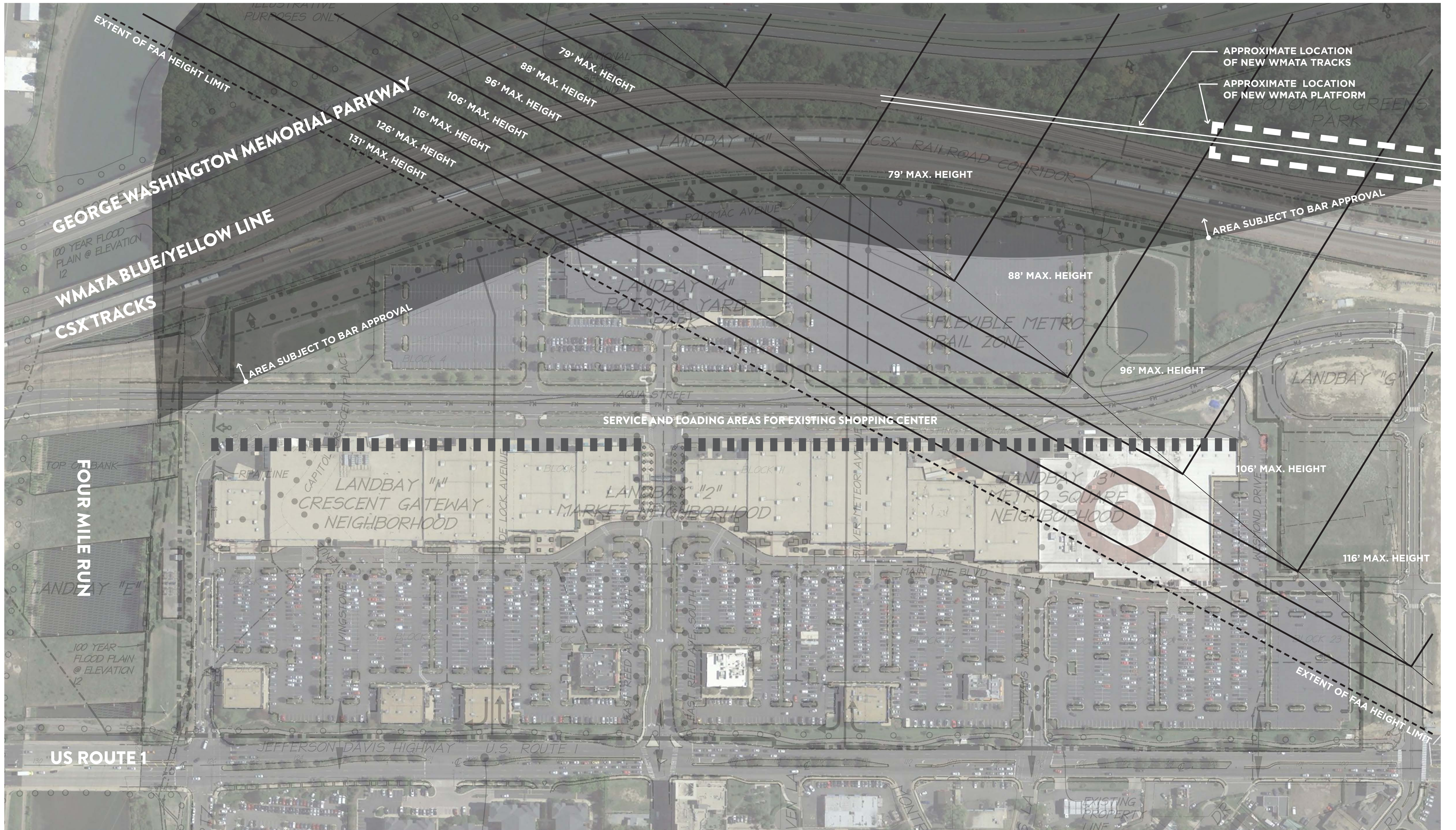
Spending Indexed Against National Average (MPI)

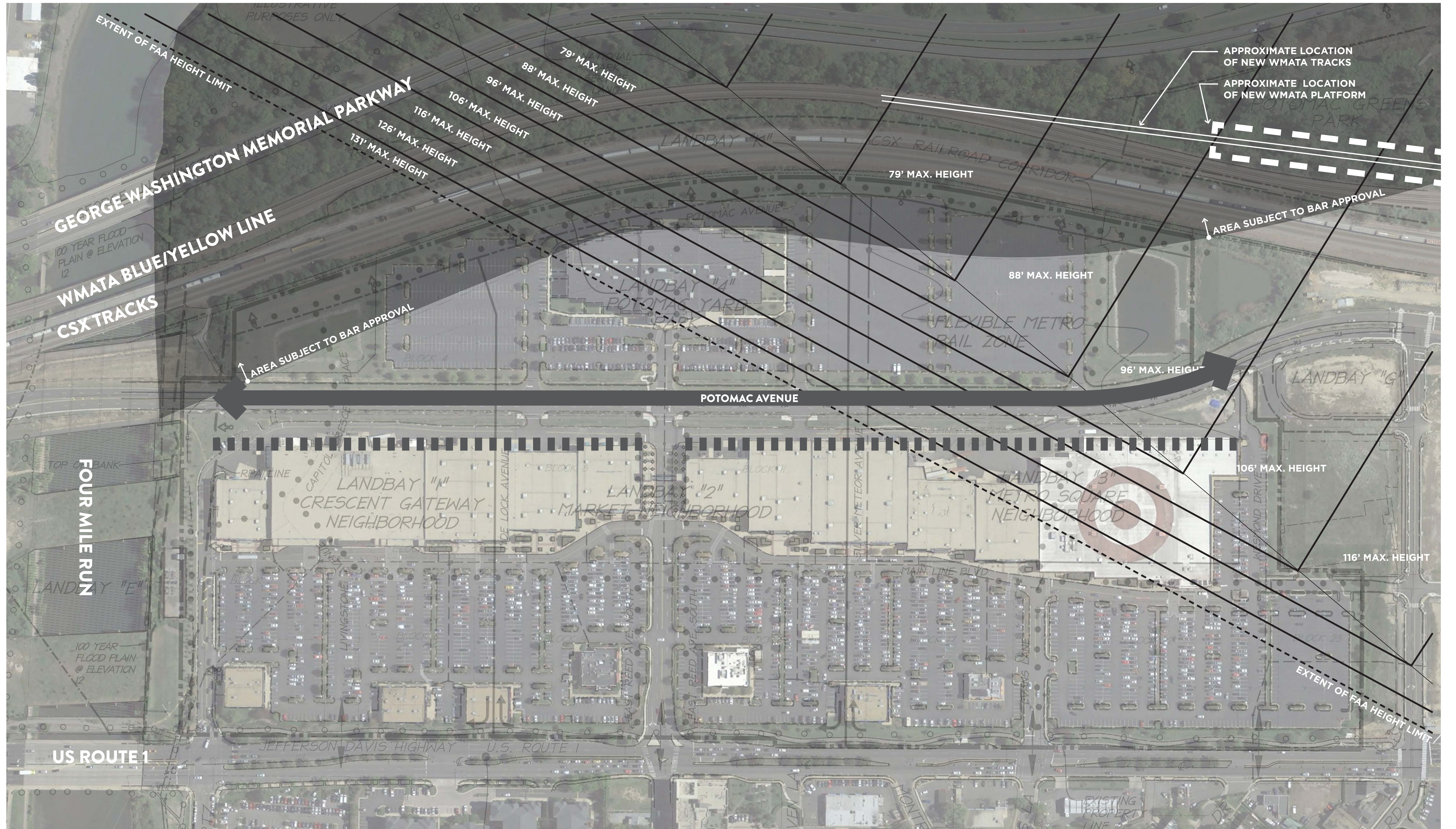


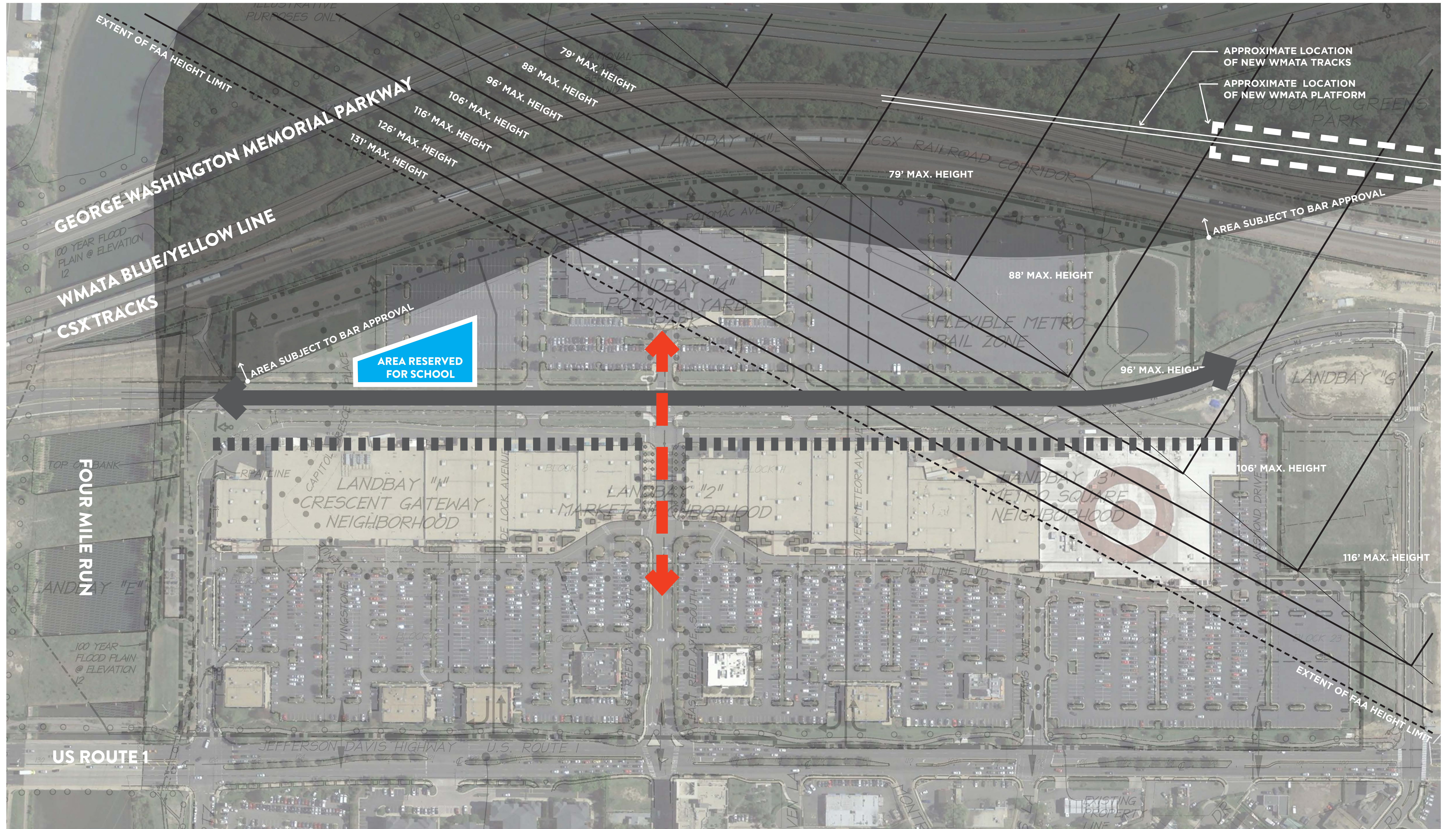
RETAIL MARKET RESEARCH CONCLUSIONS

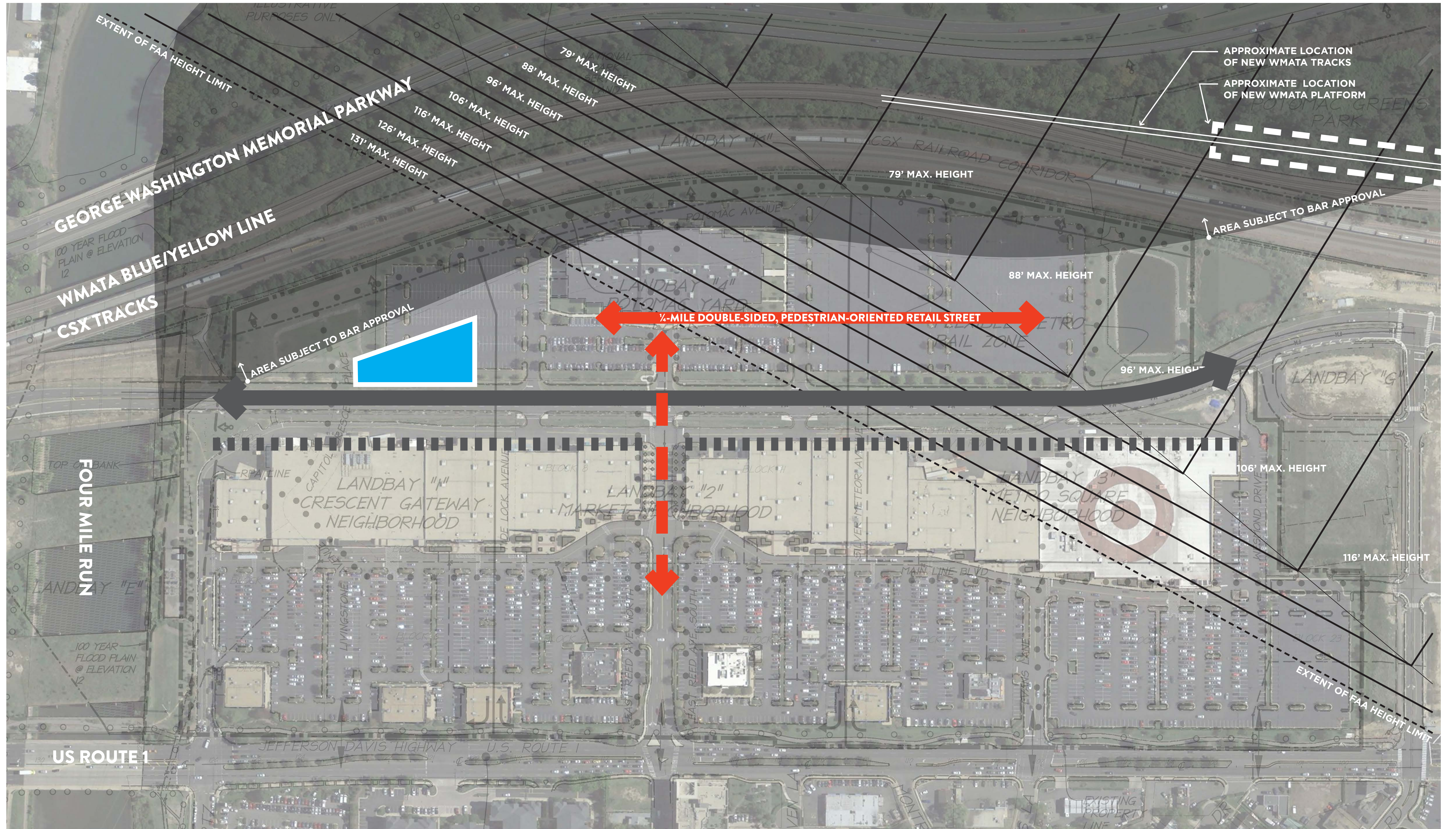
- **Alexandria/Arlington retail submarket has substantial anticipated and ongoing population growth**
- **Increase of on-site population creates growing retail demand for Potomac Yard**
- **Tremendous unmet food & beverage opportunities at Potomac Yard**
- **Unmet demand for well-designed, place-based retail environments**
- **Placemaking creates value for later phases**
- **Retail analysis verified by strong tenant interest**

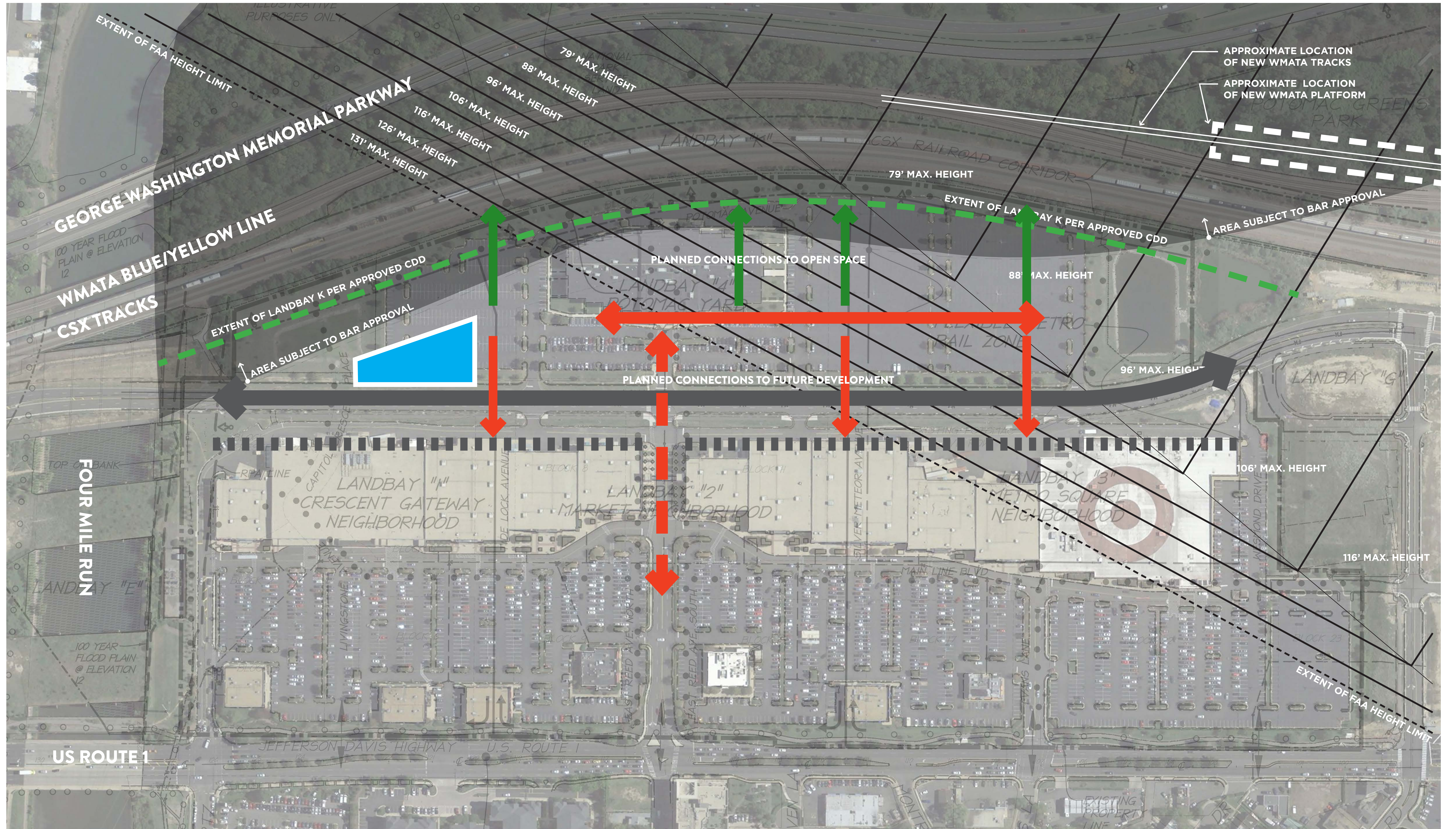


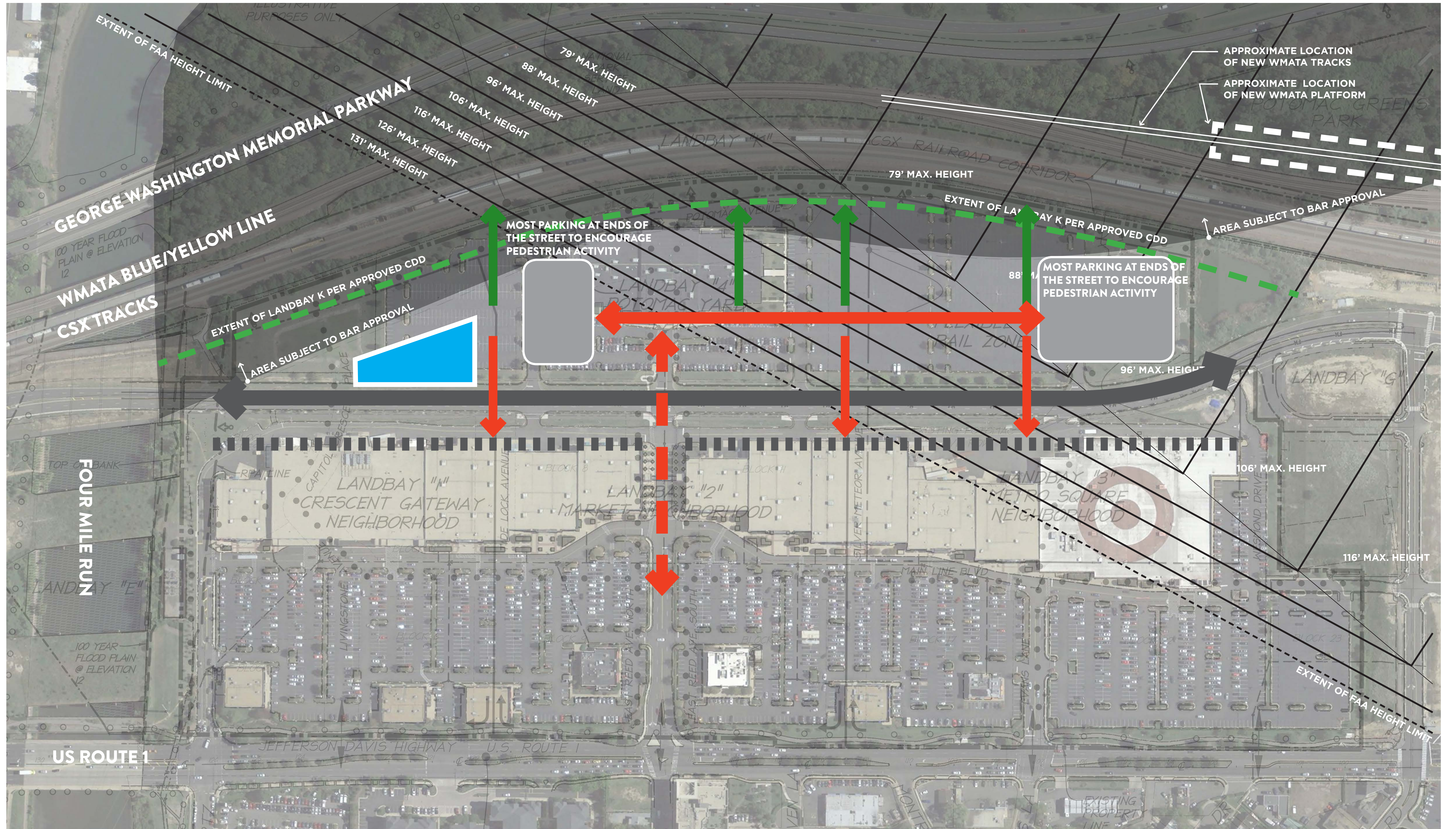


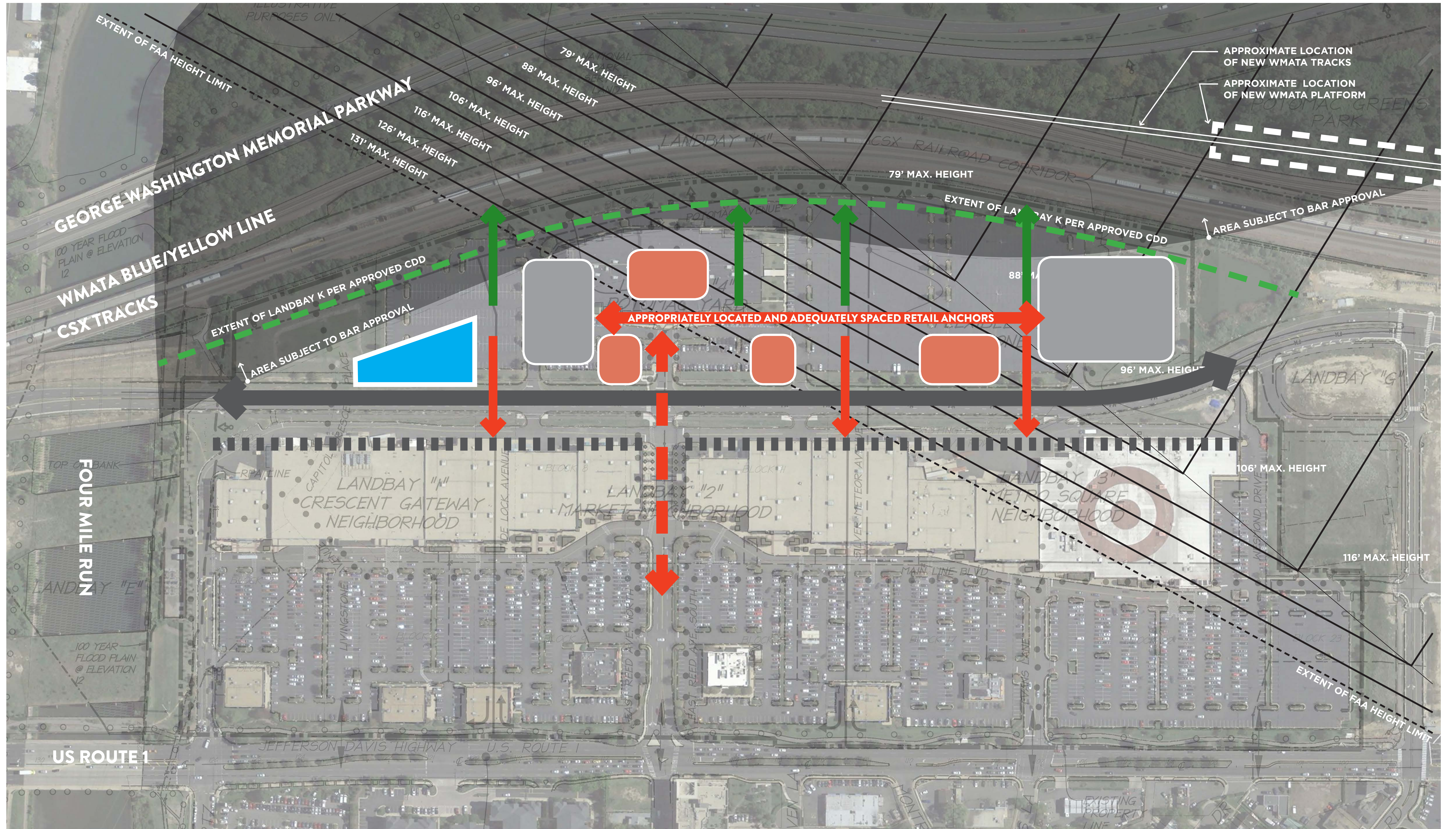


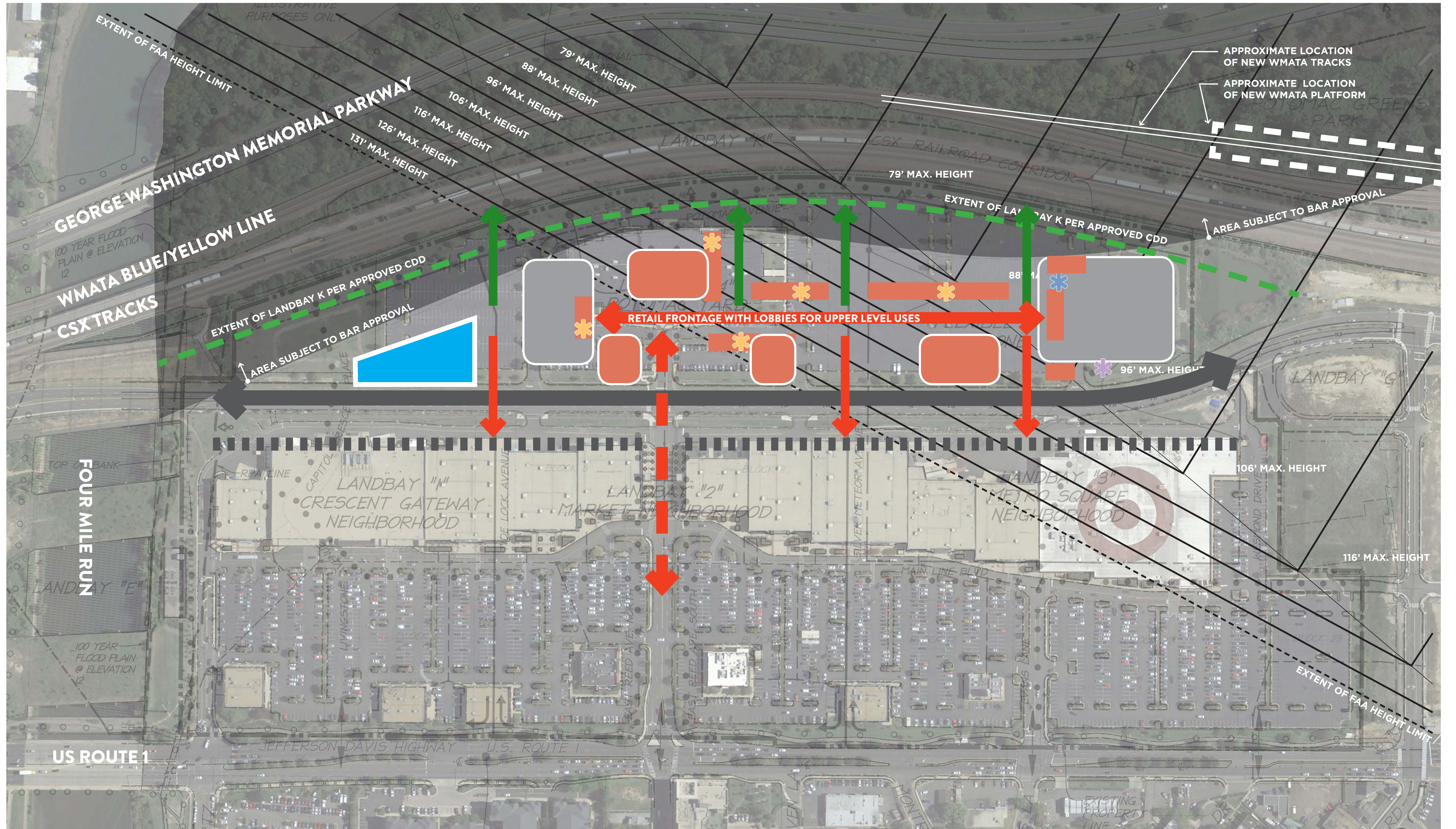




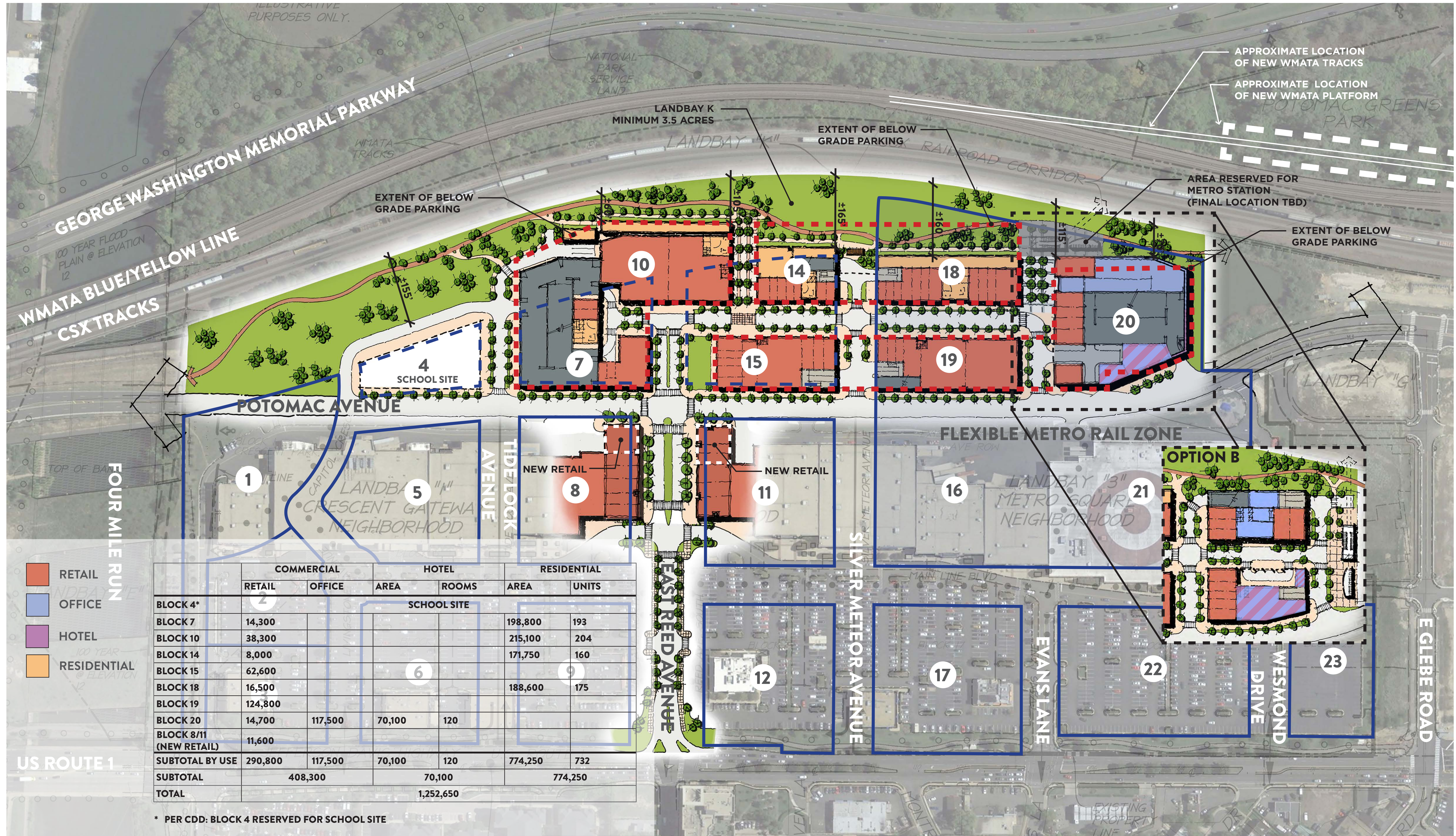






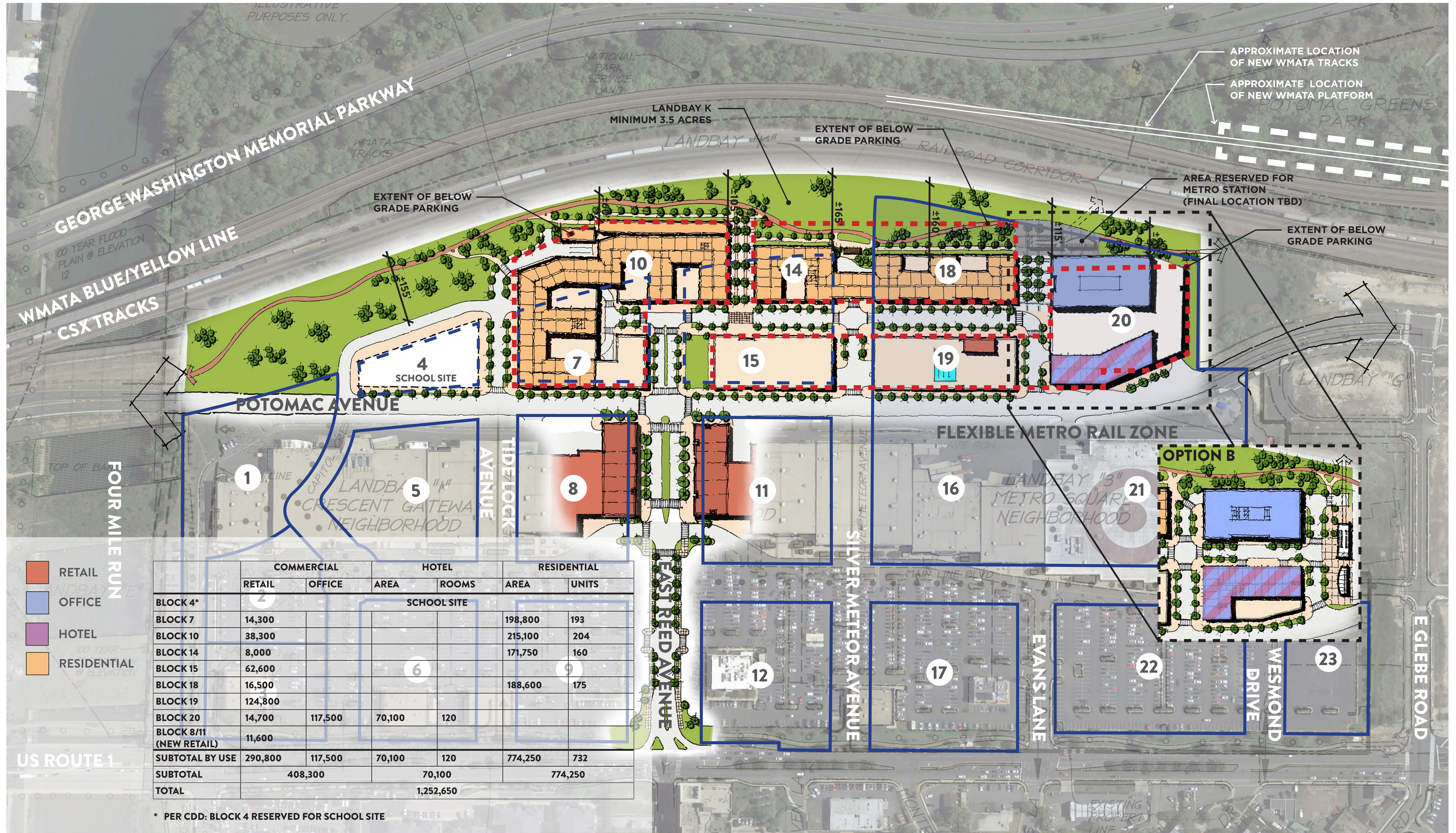






	COMMERCIAL		HOTEL		RESIDENTIAL	
	RETAIL	OFFICE	AREA	ROOMS	AREA	UNITS
BLOCK 4*			SCHOOL SITE			
BLOCK 7	14,300				198,800	193
BLOCK 10	38,300				215,100	204
BLOCK 14	8,000				171,750	160
BLOCK 15	62,600					
BLOCK 18	16,500				188,600	175
BLOCK 19	124,800					
BLOCK 20	14,700	117,500	70,100	120		
BLOCK 8/11 (NEW RETAIL)	11,600					
SUBTOTAL BY USE	290,800	117,500	70,100	120	774,250	732
SUBTOTAL	408,300		70,100		774,250	
TOTAL			1,252,650			

* PER CDD: BLOCK 4 RESERVED FOR SCHOOL SITE



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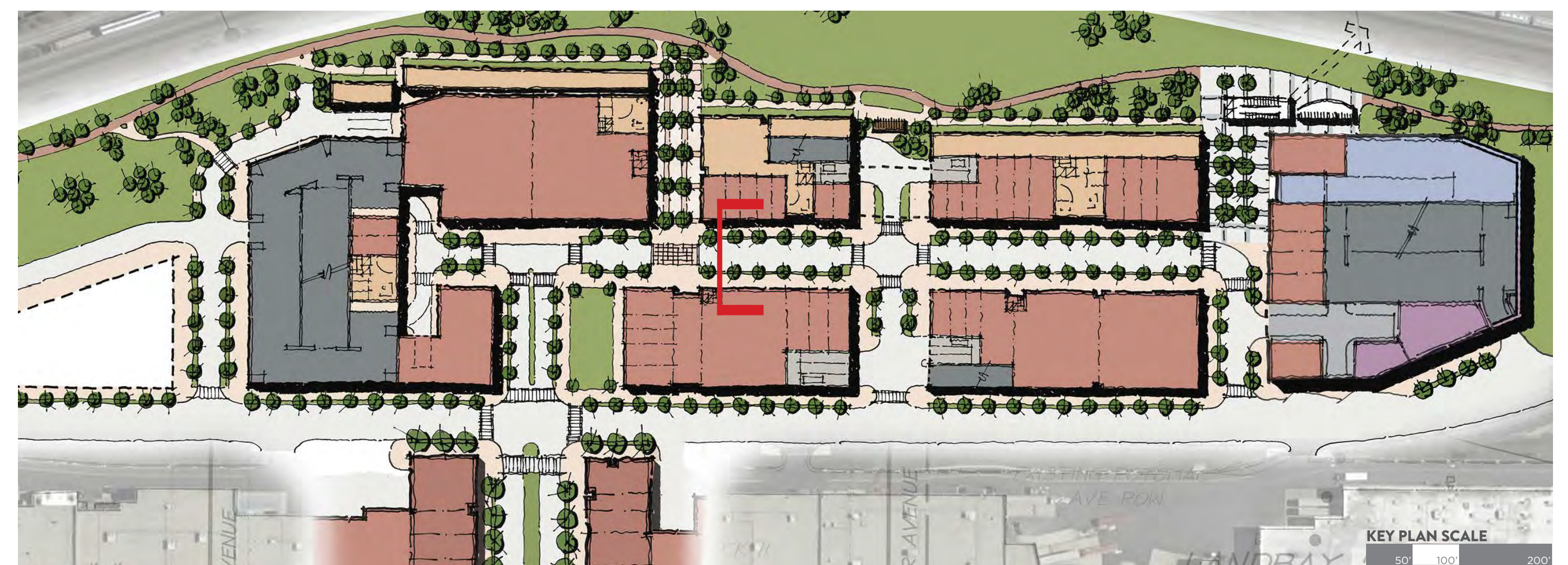
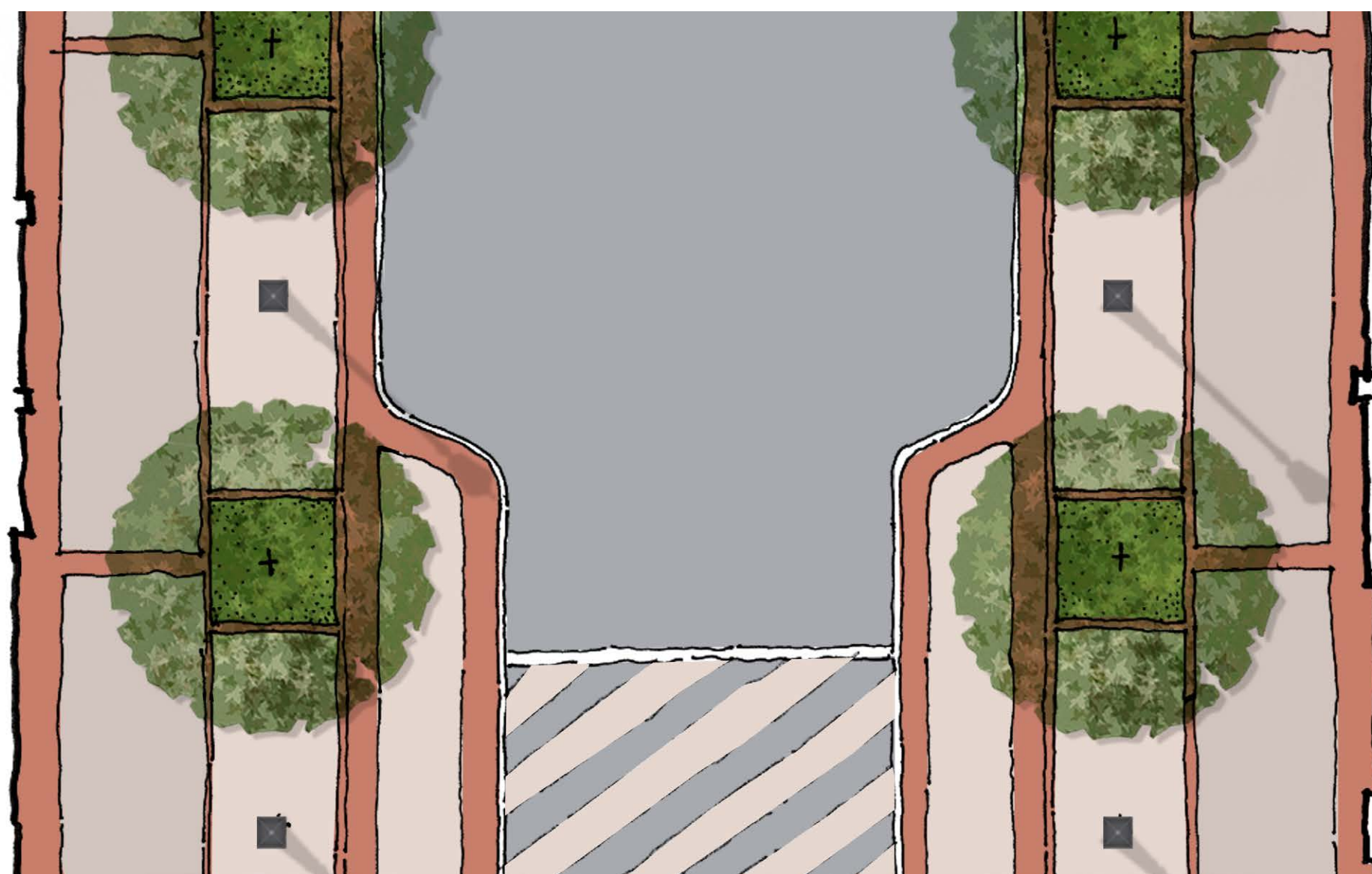
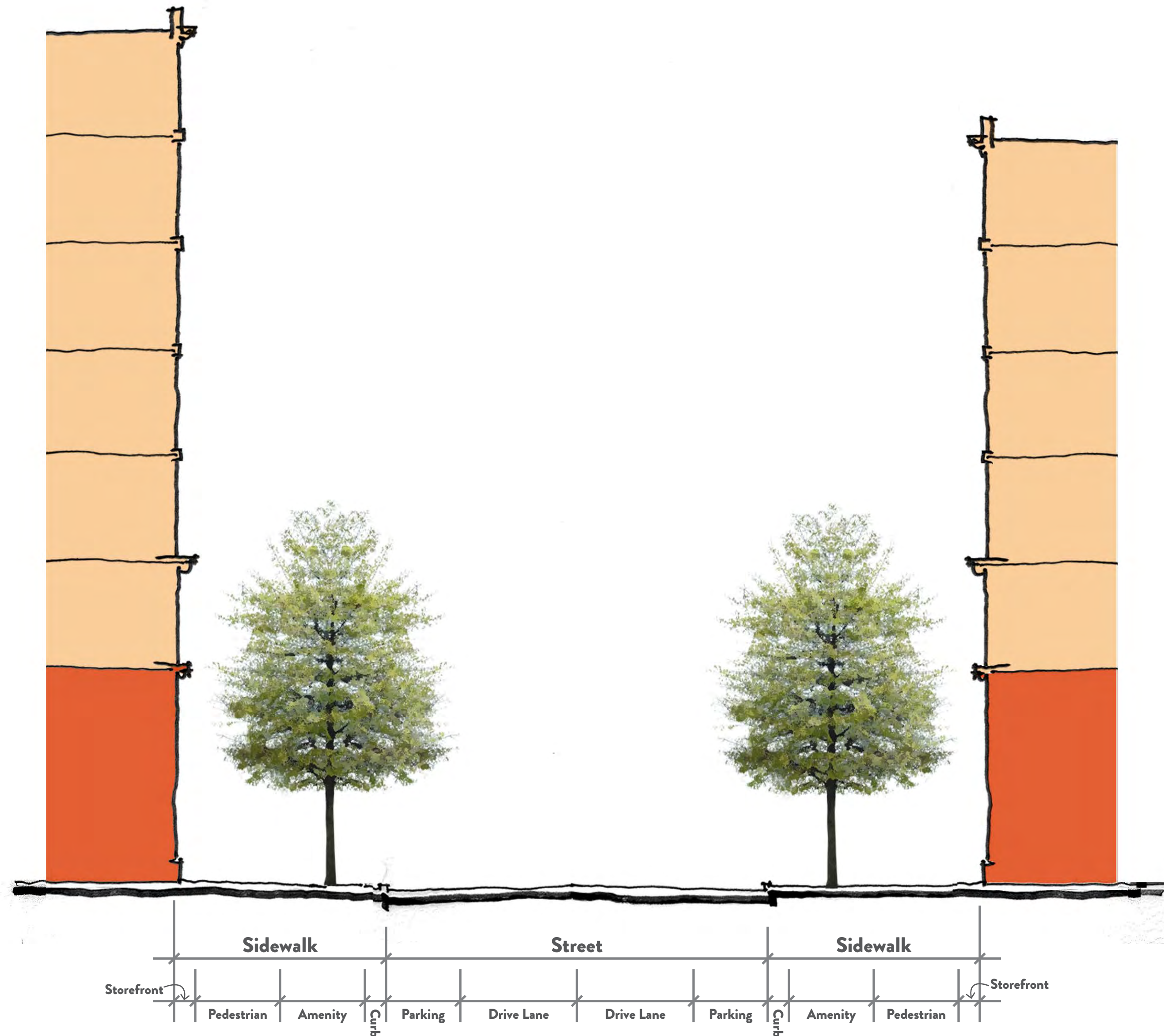


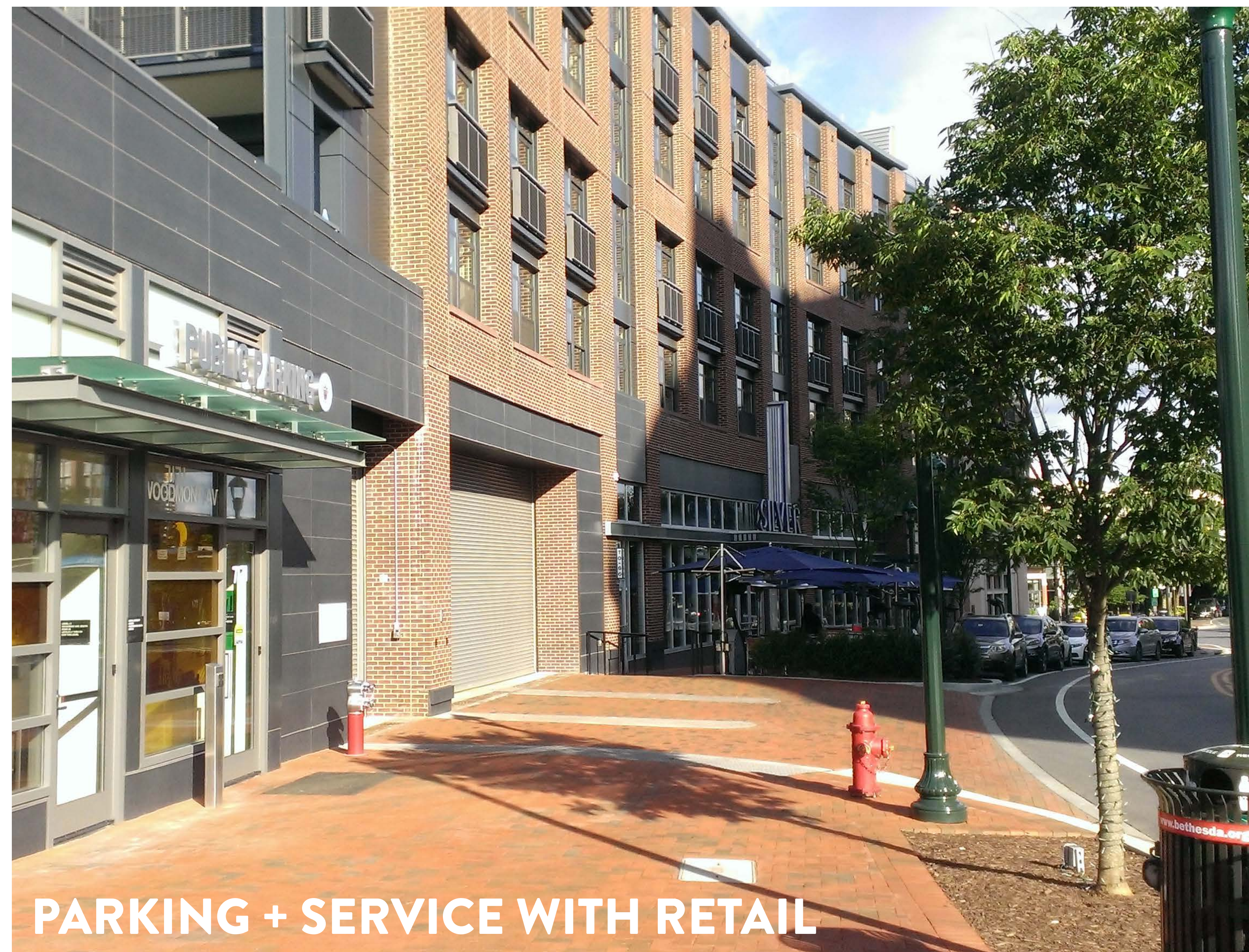


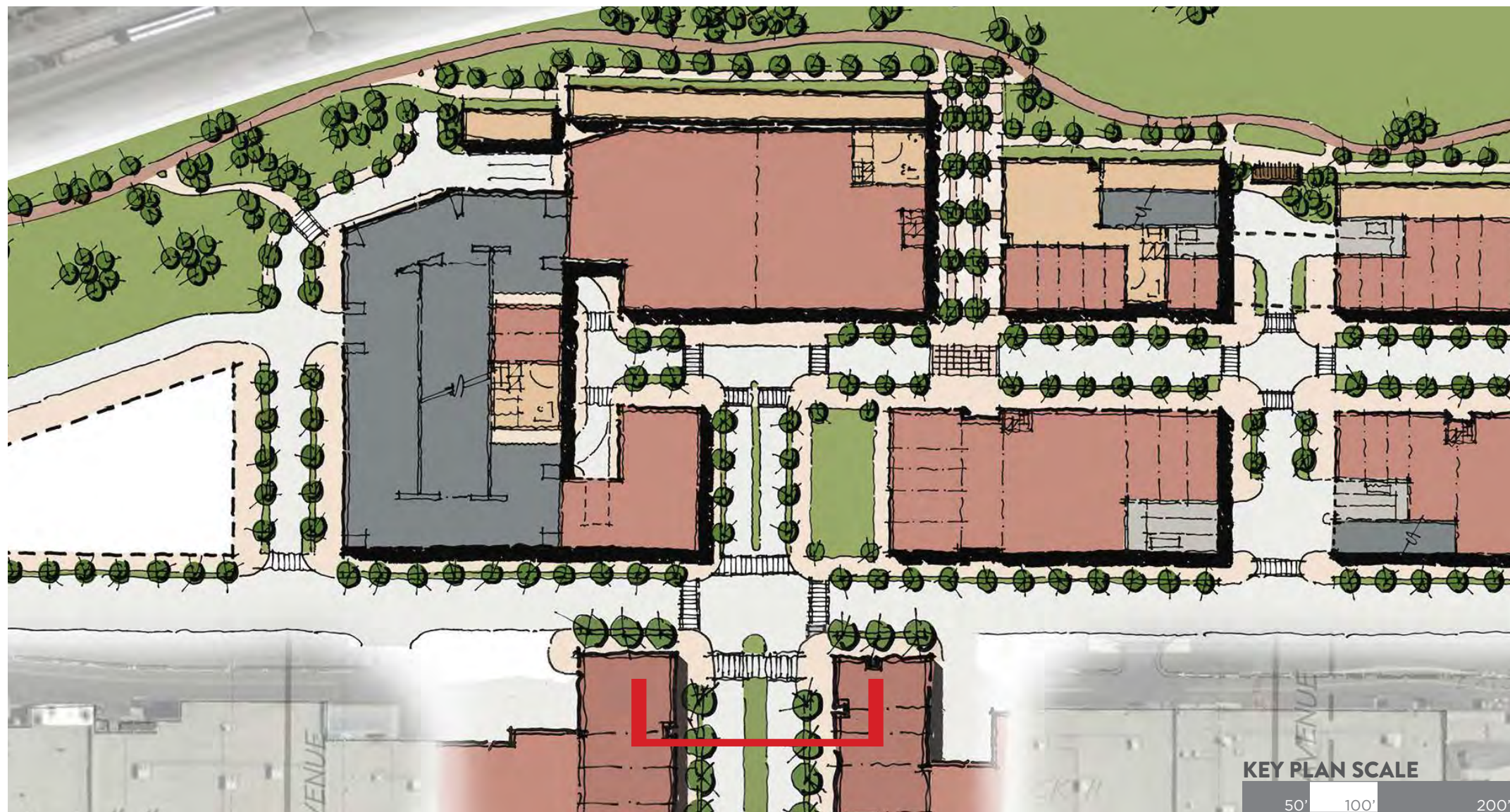
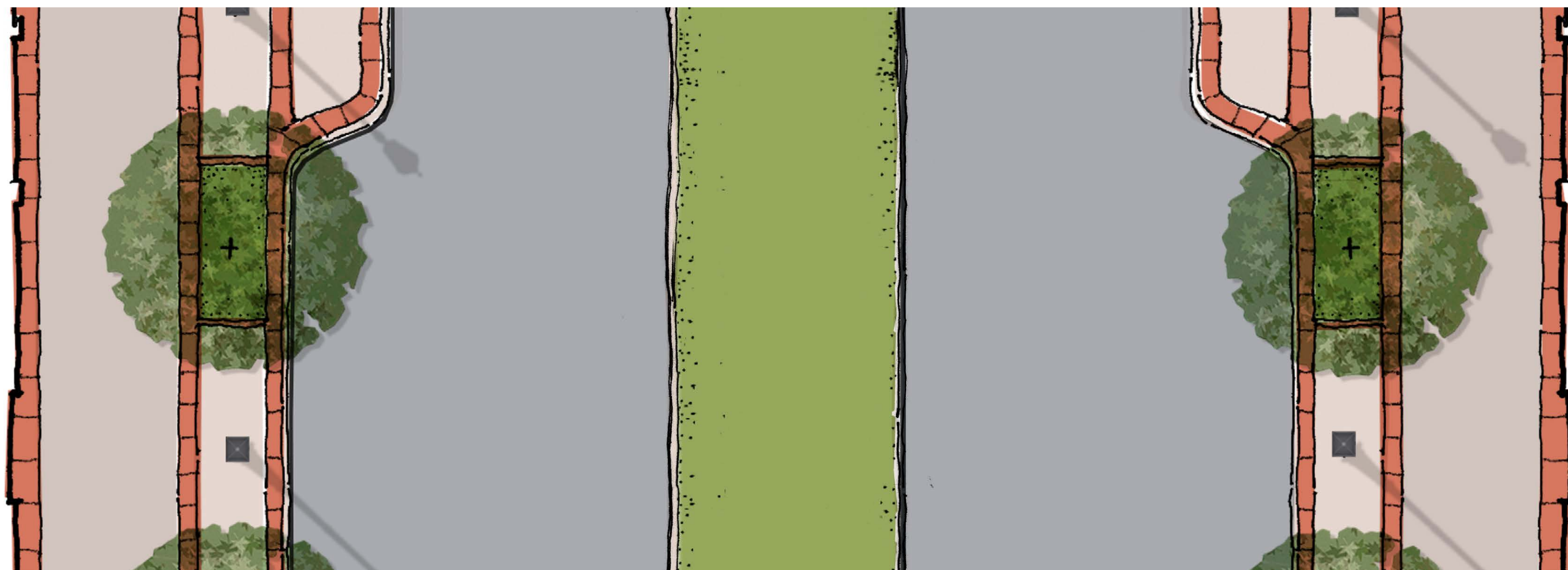
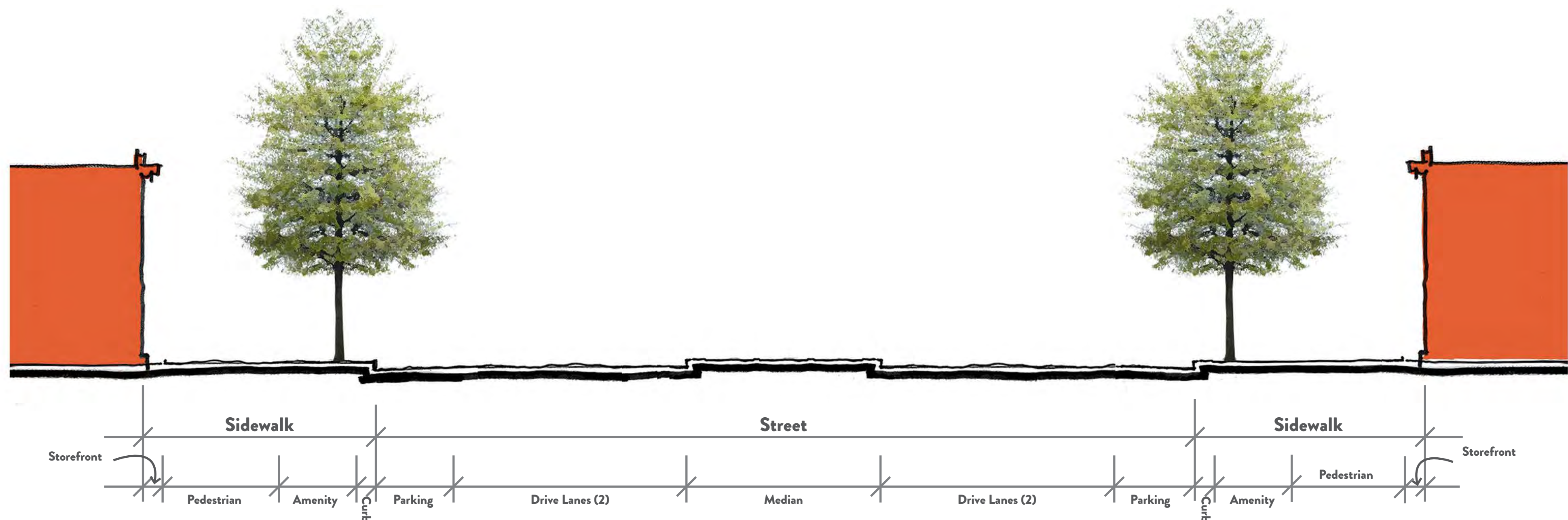
PROPOSED RETAIL STREET — POTOMAC YARD



CAMPBELL AVENUE — SHIRLINGTON, VA









IN-LINE RETAIL FRONTAGE

- Consistent retail base with few neutral piers
- Diversity of styles, colors, and materials
- Tenant-driven; expression of retail identity
- Variety of signage and graphics





ANCHOR RETAIL FRONTAGE

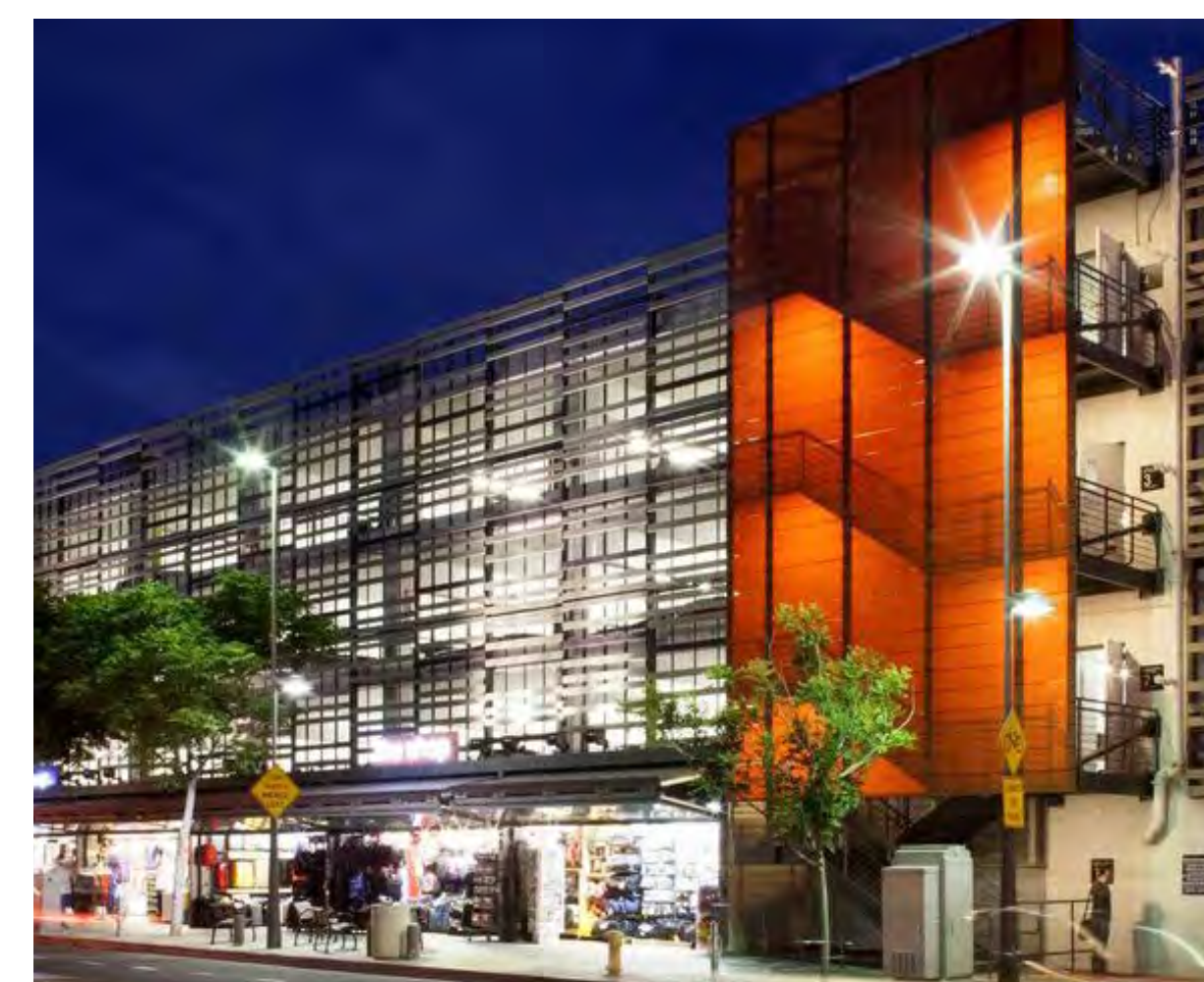
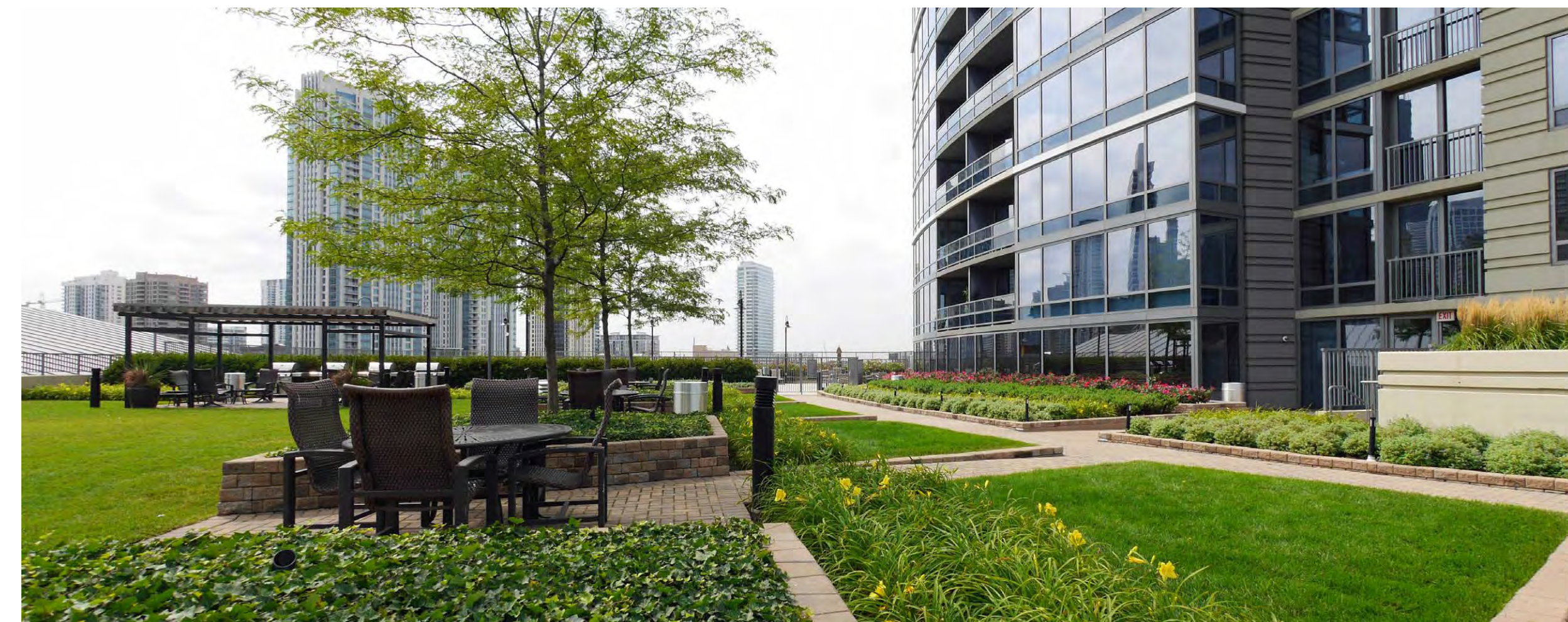
- Well-integrated, large-format retail
- Evenly distributed throughout the development
- Interesting signage and storefronts
- Well-lighted at night to create vibrancy

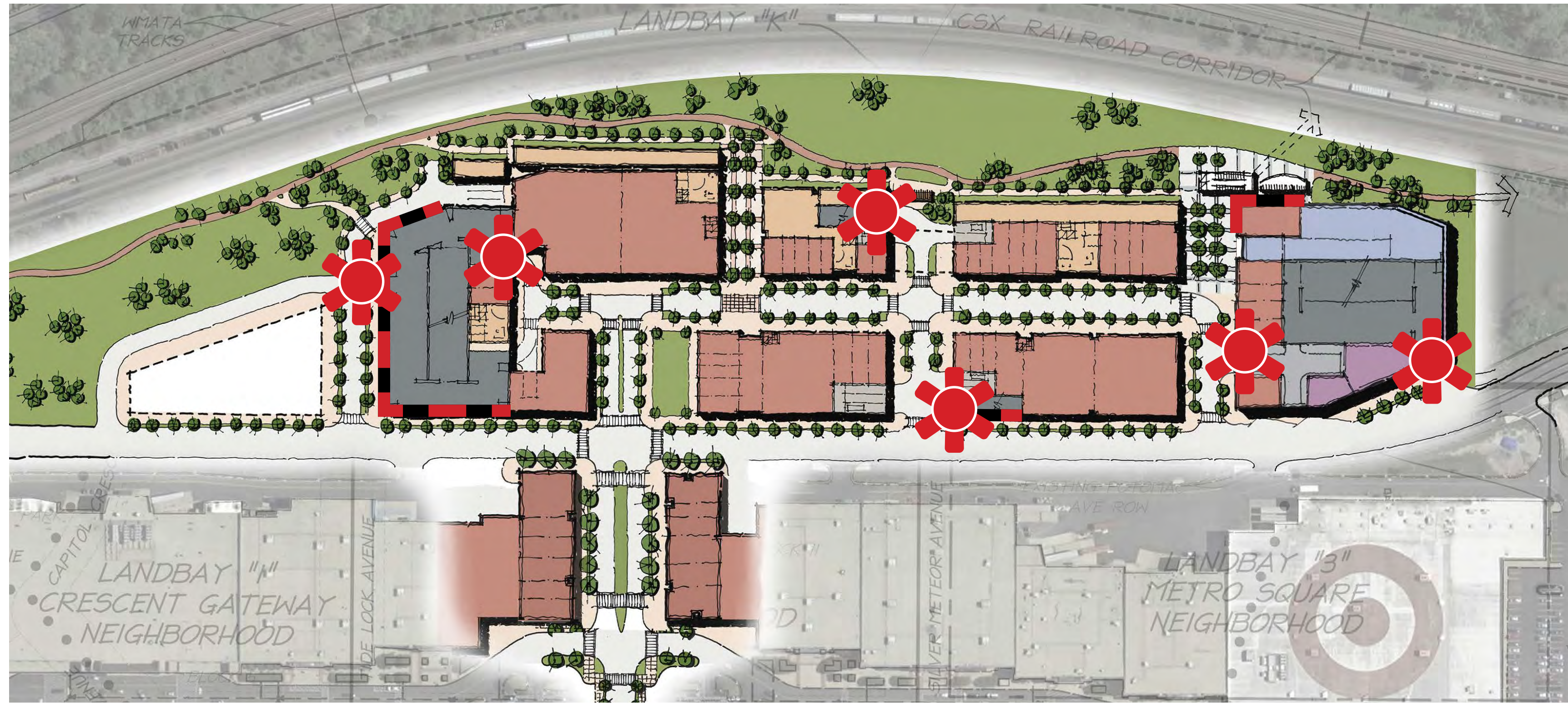




LANDBAY K FRONTAGE

- Potential mixture of architectural styles
- Adds a fine-grain, modulated expression along the park edge
- Reinforces the experiences of neighborhood and retail context
- Incorporate retail uses near Metro and at the end of the pedestrian street
- Activate by locating building amenities along park
- Adequately screen all parking structures





PARKING GARAGES

- High-quality materials and design
- Opportunities for public art at screening elements
- Well-lit and expansive entrances for easy customer access
- Bold wayfinding signage/graphics at entrances

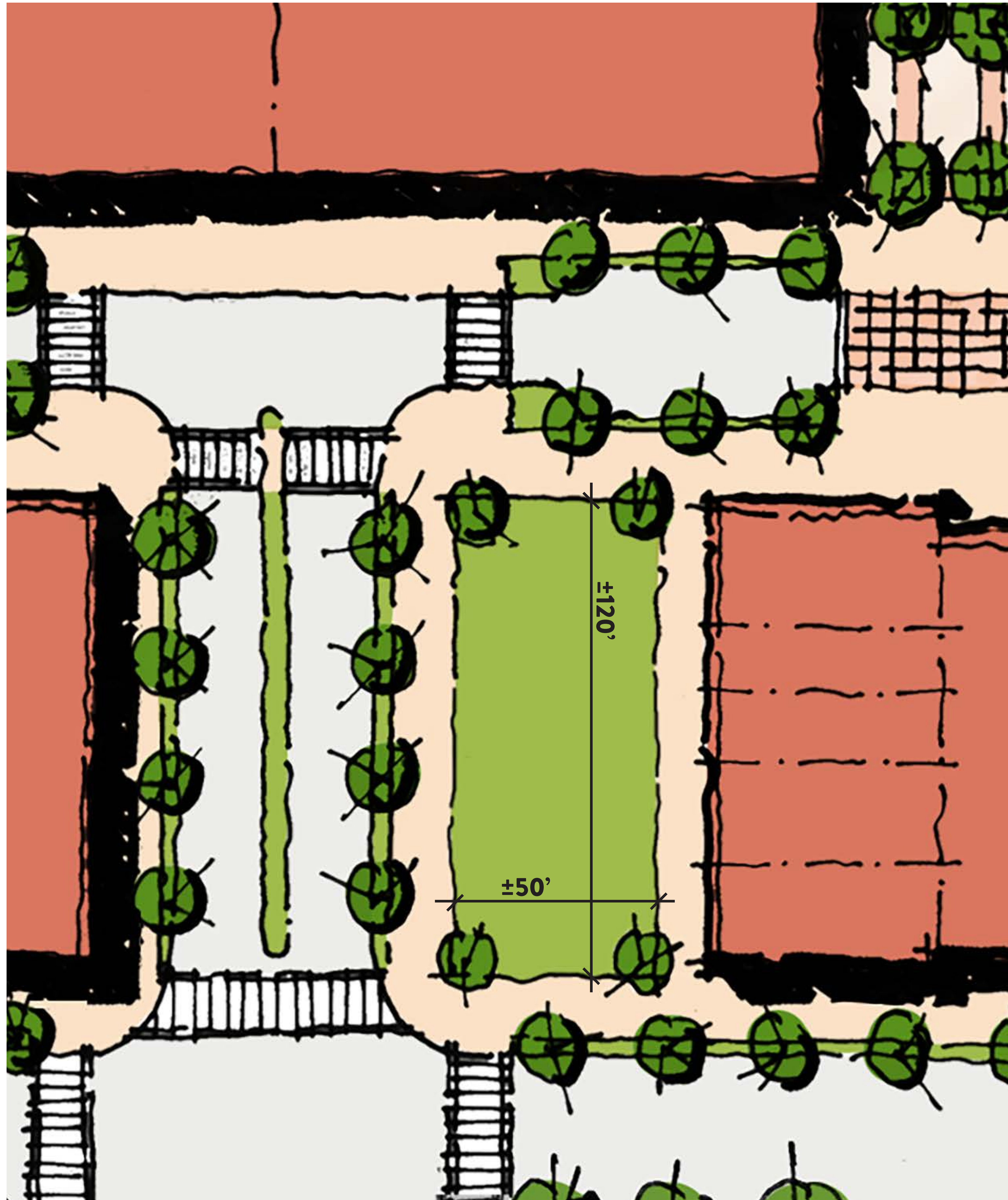




CONNECTION TO POTOMAC YARD CENTER

- Raised Intersection and Tighter Turning Radii
- Traffic Calming
- Safe Pedestrian Crossing
- Neighborhood Identifier
- Improved Walkability and Pedestrian Connectivity
- Parallel parking along Potomac Avenue prior to full buildout





RETAIL PARK

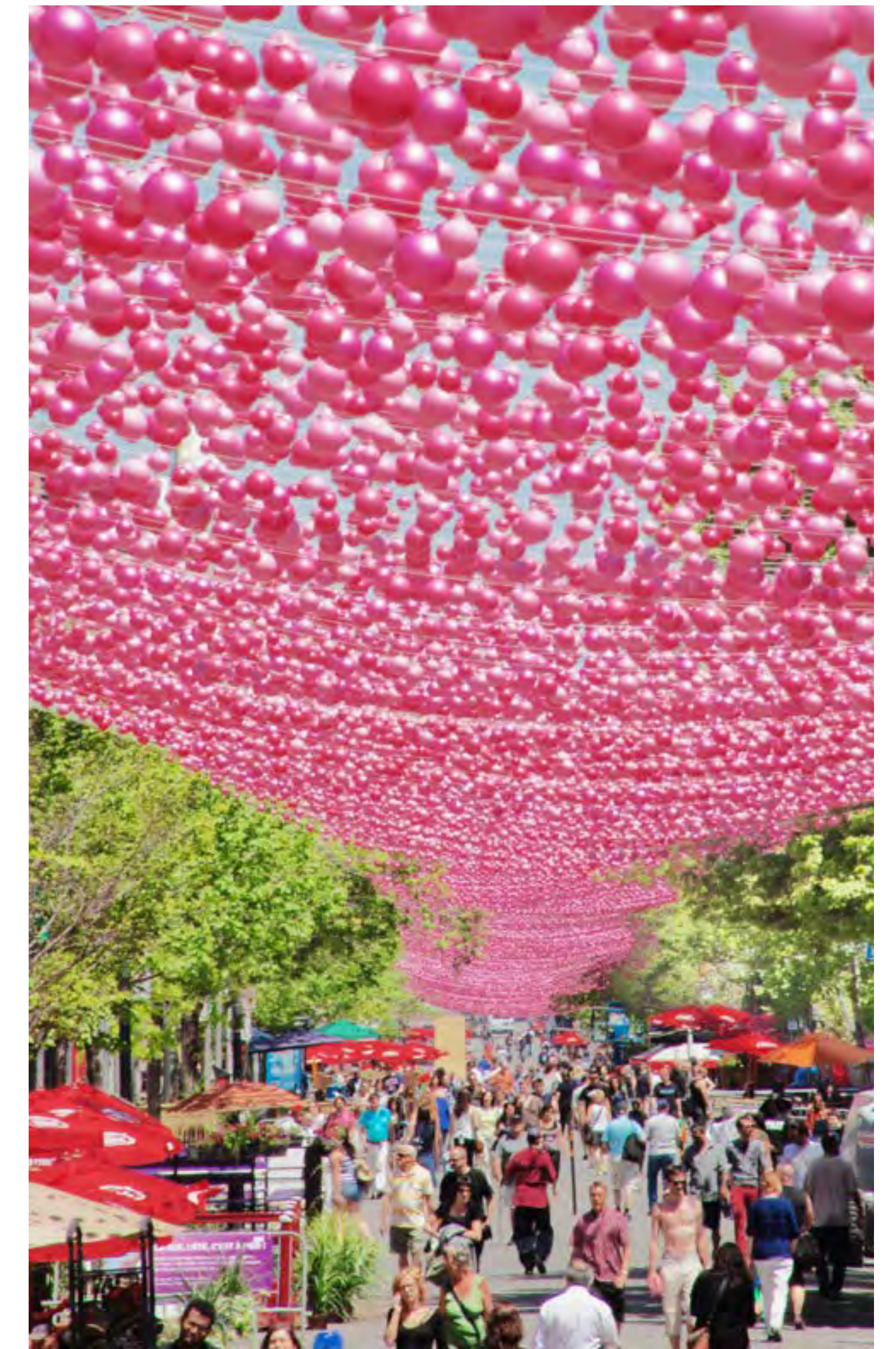
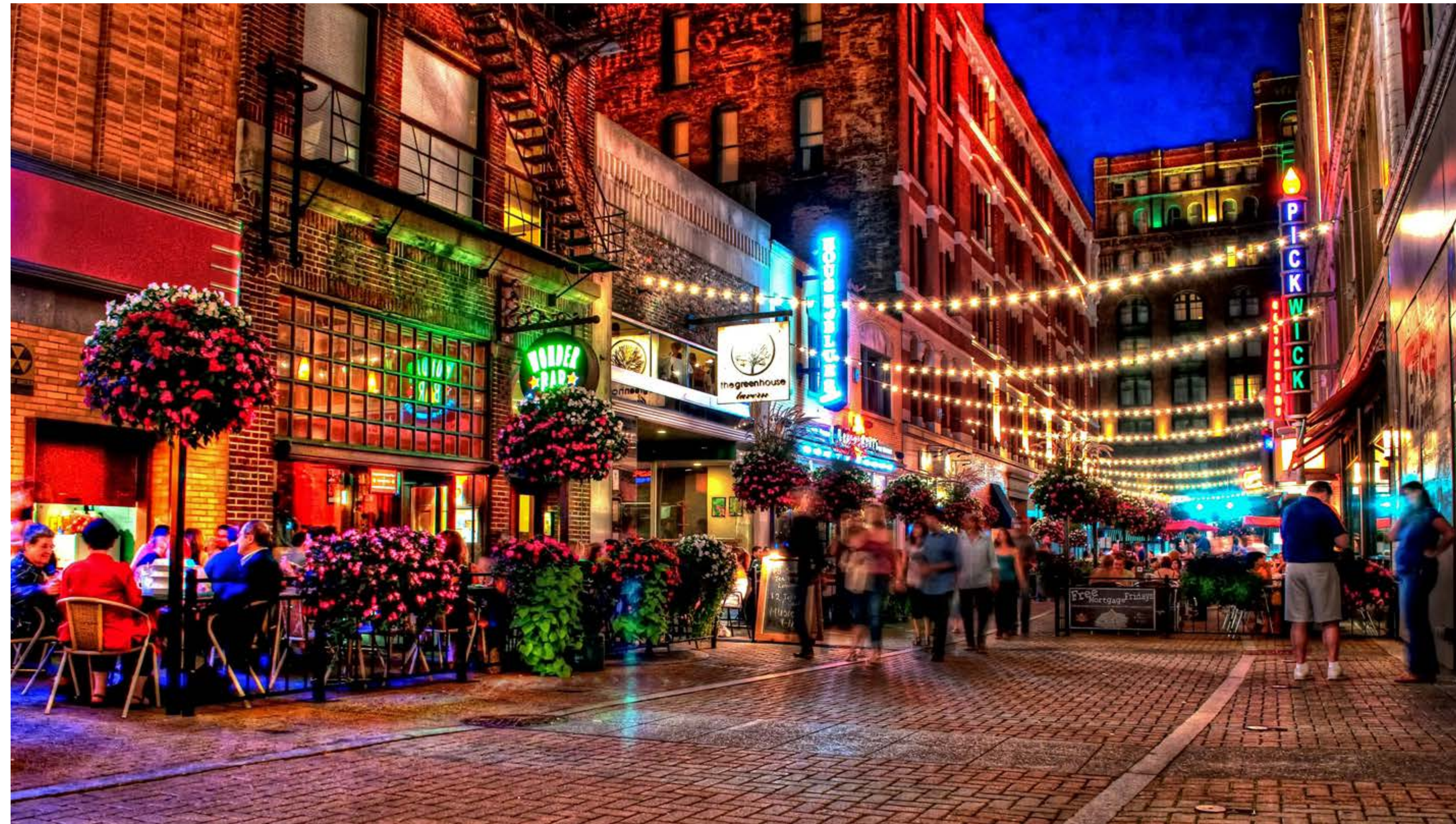
- Flexible Open Space
- Event Programming
- Retail Oriented Seating
- Lawn and Moveable Seating
- Shade and Landscaping
- Warm Paving Materials
- Decorative Lighting
- Public and Private Dining Areas
- Outdoor Community Living Room





PEDESTRIAN STREET

- Pedestrian Focused Street
- Street Furniture
- Street Trees
- Decorative Paving
- Pedestrian Lighting
- Street Art Canopy
- Unique Retail Experience





LANDBAY K PARK

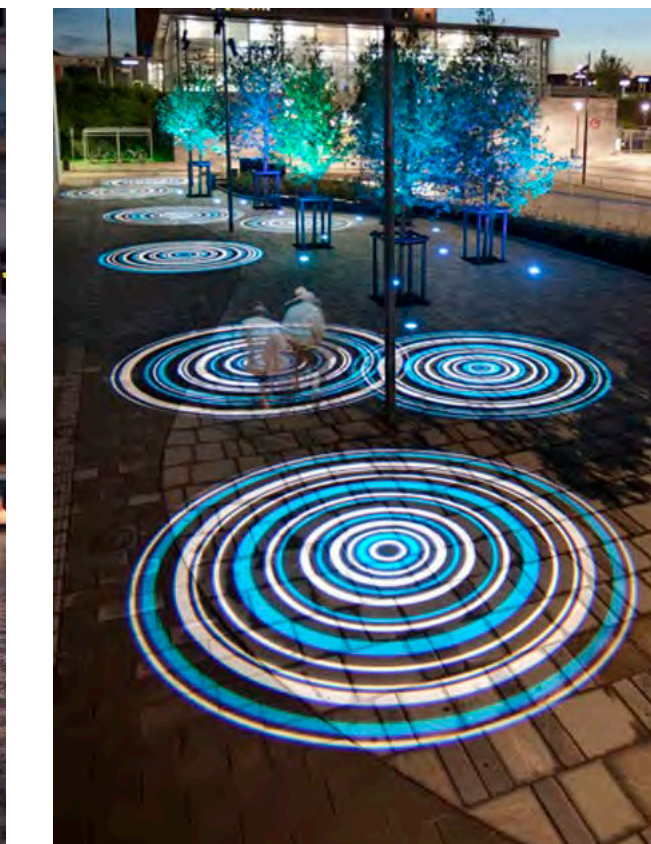
- Flexible Public Open Space Integrated with Adjacent Retail District
- Multiple Pedestrian Connections to Landbay K Park from North Potomac Yard
- Activated Public Edge along North Potomac Yard
- Accommodates Active, Passive, and Trail uses
- Multi-use Trail Amenities: Drinking Fountains, Bicycle Repair, Seating
- Trail Network acts as Buffer for Passive Uses

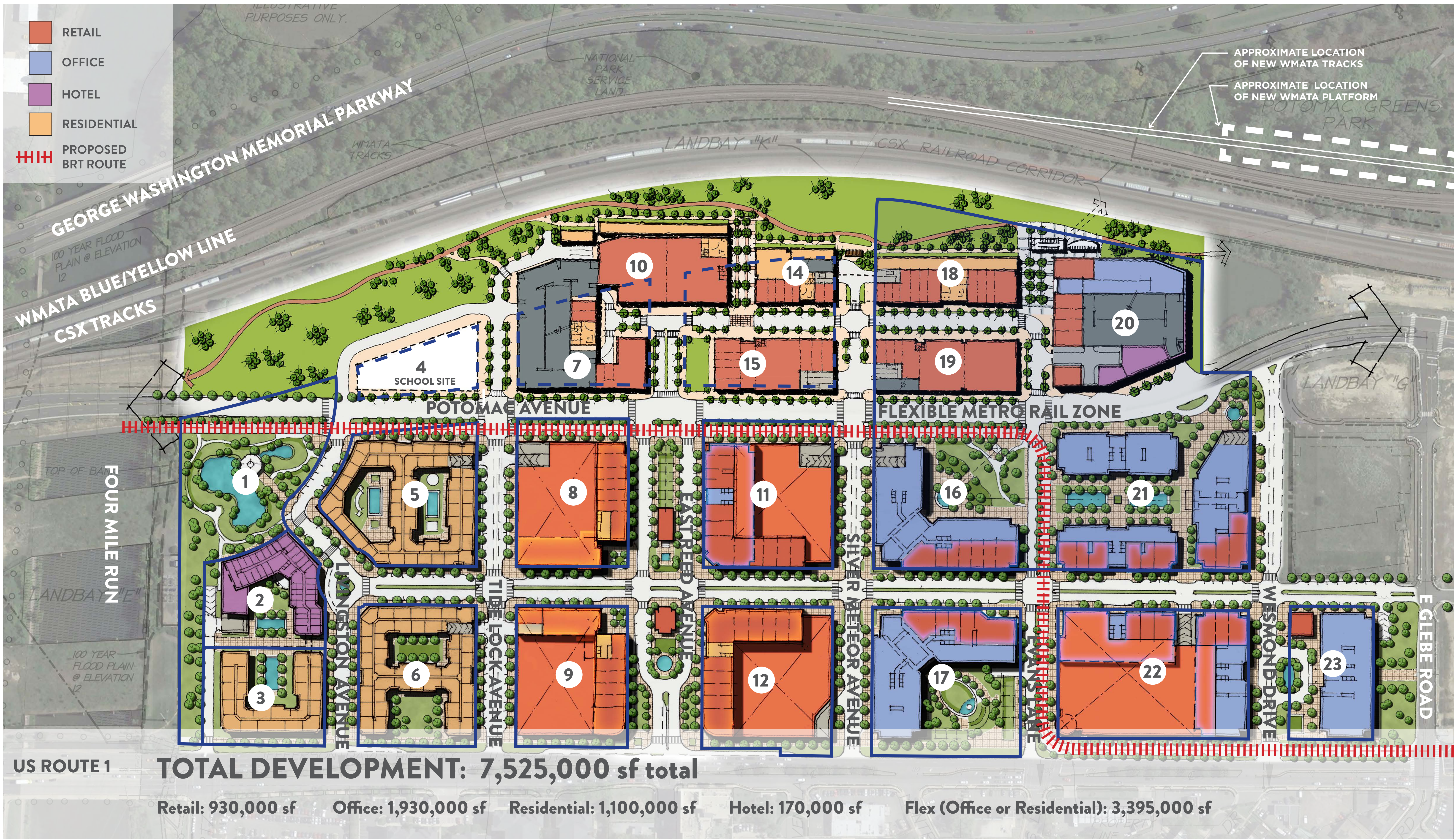




TRANSIT PLAZA

- Metro Transit Oriented Plaza
- Primarily Paved with Elements of Green
- Interactive Kiosk - Maps and Transit and Community Info.
- Seating and Landscaping
- Shade Structures
- Architectural Lighting Elements
- Bicycle Storage
- Distinctive Urban Plaza Experience - Mass Transit Gateway





FOR ILLUSTRATIVE PURPOSES ONLY

DISCUSSION

Framework/Connectivity:

Does the proposed street network enable the type of place envisioned by the 2010 Plan?

DISCUSSION

Open Spaces/Park Edge/Integration:

Does the proposed open space enable the open space network envisioned by the 2010 Plan?

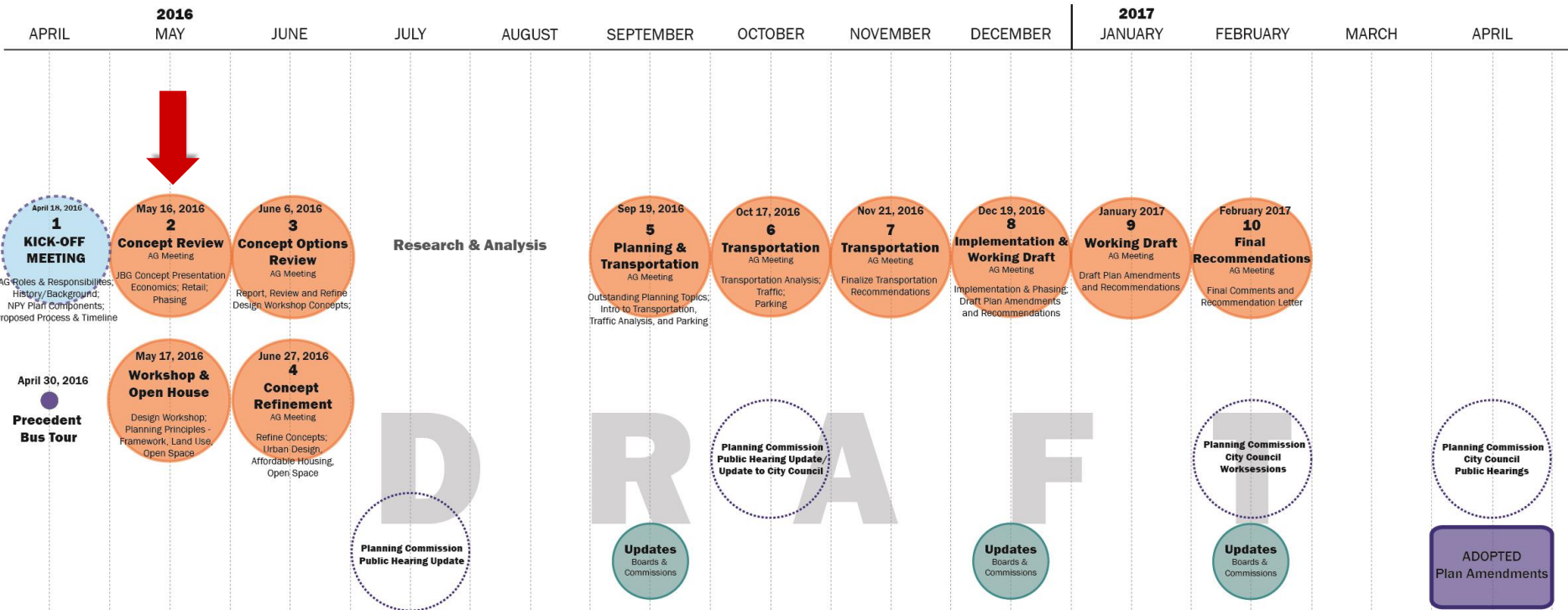
DISCUSSION

Metro Integration:

Discuss the pros and cons of the two options presented for parking at the Metro Station.

ADVISORY GROUP WORK PROGRAM

(APRIL 2016 – APRIL 2017)



NEXT STEPS/UPCOMING MEETINGS

North Potomac Yard Workshop & Open House

Tuesday, May 17th, Station at Potomac Yard, Community Room

June Advisory Group Meeting #3

Monday, June 6th, 7:00PM – 9:00PM, Charles Houston Rec Center

Advisory Group Meeting #4

Monday, June 27th, 7:00PM – 9:00PM

Fall 2016 Meetings – Third Mondays

