

North Potomac Yard

Innovation District

design excellence prerequisites + criteria overlay



CITY OF ALEXANDRIA, VA



Adopted by City Council March 14, 2020

Design Excellence

Design Excellence is the convergence of best practices and technologies in the design of sites and structures. Design Excellence implements the block sizes and street framework of the North Potomac Yard Small Area Plan. It informs building volume and form, materials and heights to create an active street wall and screen utilitarian uses that distract from overall visual quality and the pedestrian environment, while implementing and integrating high quality materials and high performing technologies. Below grade parking allows for building volume to be used for an active mix of uses (retail, office, residential) as well as maximizing grade level open space and multi-modal streets.

Design Excellence considers the environmental impacts of sites and structures. It utilizes high performing technologies to meet or exceed the City of Alexandria's standards for environmental sustainability.

Design Excellence is dynamic. The neighborhood encompasses a hierarchy of uses and all buildings reflect the hierarchy and the unique nature and character of the district. It applies to buildings that stand out in their surroundings as well as contextual buildings that comprise the urban fabric. It is adaptable to site-specific challenges and characteristics; it understands that no two buildings or spaces are identical. It is inclusive and encourages use by all people.

Design Excellence is necessary to nurture a thriving community and create an innovative place that is desirable for people to live, work and visit. It is achieved through application of the following Design Excellence Prerequisites and Criteria.





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P1

The Innovation District is conceived as an integrated whole.

A minimum of five blocks is planned with a mix of land uses and developed and designed with District-wide consideration of individual buildings and spaces. The blocks show variety and interest in massing and articulation across the District. Buildings in a prominent location or with a prominent use have an architecture which reflects their contextual importance, including key buildings in the Virginia Tech Campus, Block 10 (at the end of Reed Avenue) and Block 18 (at the Metro Station entrance).

P1: District as Integrated Whole



P1: District as Integrated Whole



P1: District as Integrated Whole



WEST OAKLAND INNOVATION HUB, OAKLAND CA
JRDV ARCHITECTS

P1: District as Integrated Whole



P1: District as Integrated Whole



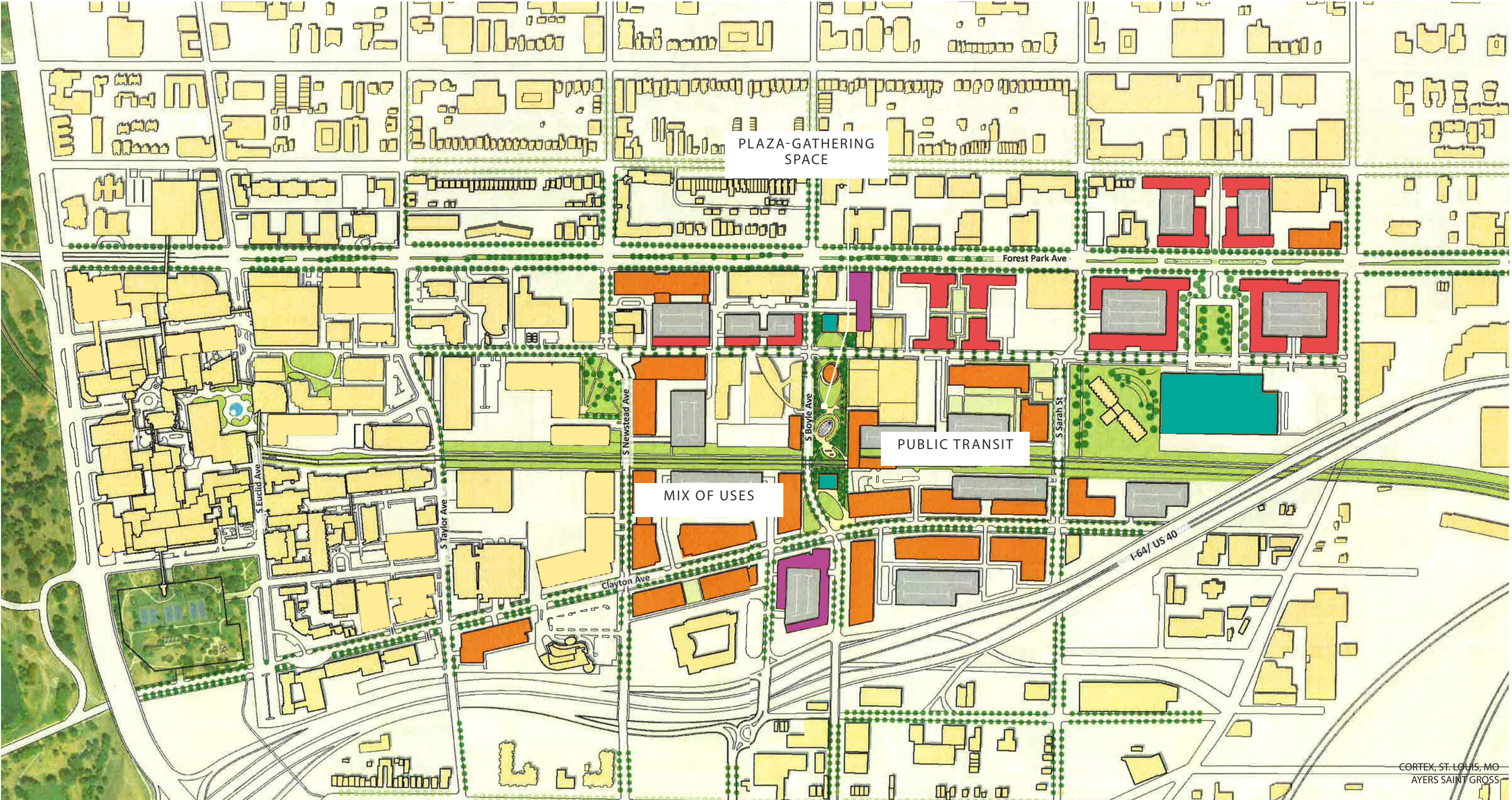
P1: District as Integrated Whole



P1: District as Integrated Whole



P1: District as Integrated Whole



P1: District as Integrated Whole



P1: District as Integrated Whole



P1: District as Integrated Whole





P2

Environmental sustainability is integrated with the design of infrastructure, open spaces and buildings.

The applicant will demonstrate an integrated building approach to design, open space and infrastructure to meet or exceed the sustainability goals. The District's Environmental Sustainability Master Plan demonstrates compliance with the goals and recommendations of the North Potomac Yard Small Area Plan and identifies short-term, mid-term, and long-term strategies to achieve the goal of district-wide sustainability measures. Buildings and site design also comply with the applicable Green Building Policy and Landscape Guidelines.

P2: Integrated Sustainability



P2: Integrated Sustainability



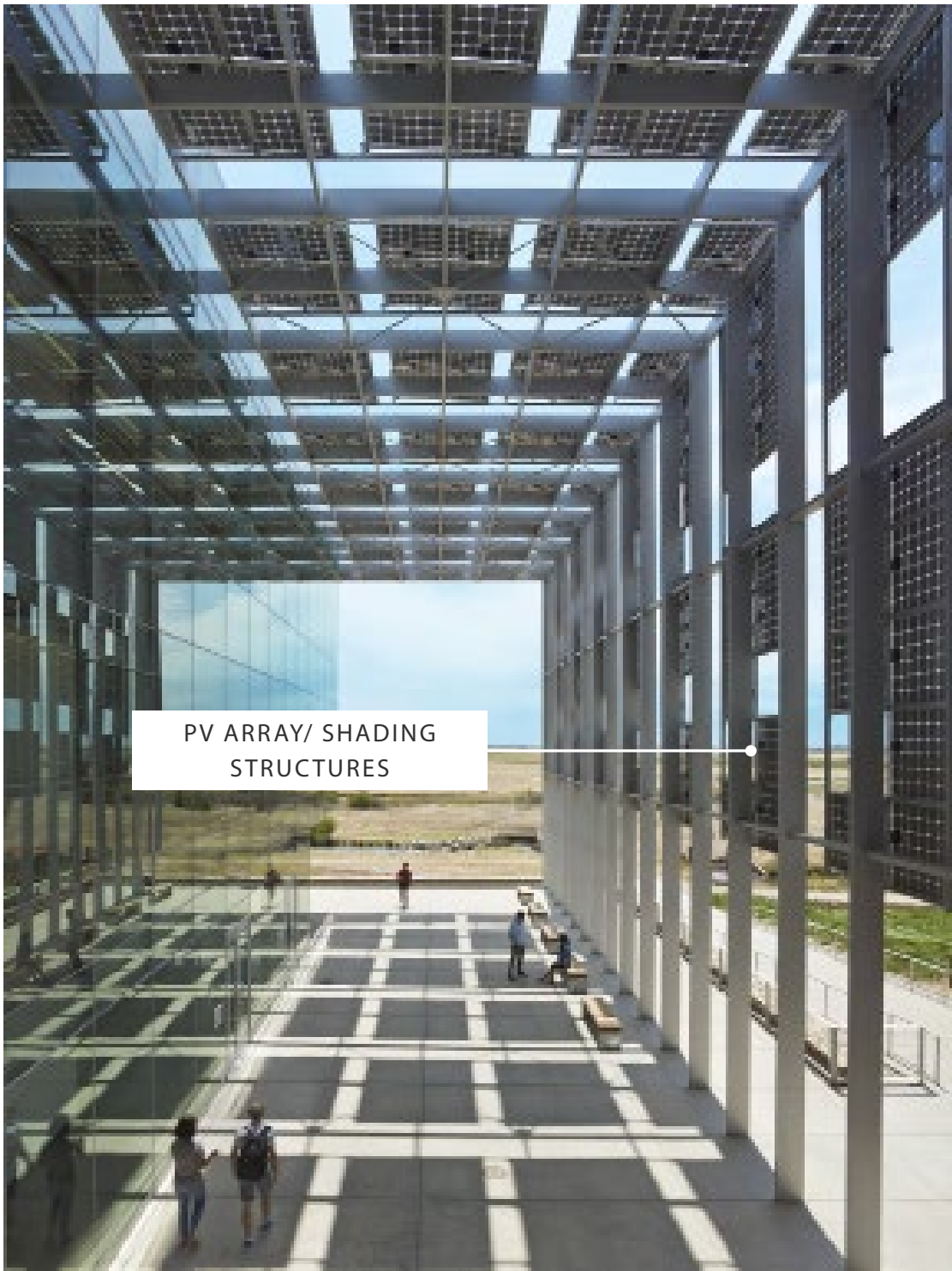
P2: Integrated Sustainability



P2: Integrated Sustainability



P2: Integrated Sustainability





P3

Quality and durable building materials are specified.

Building materials will be limited to natural stone, metal, porcelain tile, terra cotta, brick, wood, concrete, glass, photo-voltaic panels, glass or materials of equal quality, performance and longevity.

P3: Quality & Durable Materials

METAL PANEL, BRICK,
WOOD & STEEL

REMINGTON ROW, BALTIMORE MD
HCM ARCHITECTS



P3: Quality & Durable Materials



P3: Quality & Durable Materials



P3: Quality & Durable Materials

WOOD



P3: Quality & Durable Materials



P3: Quality & Durable Materials



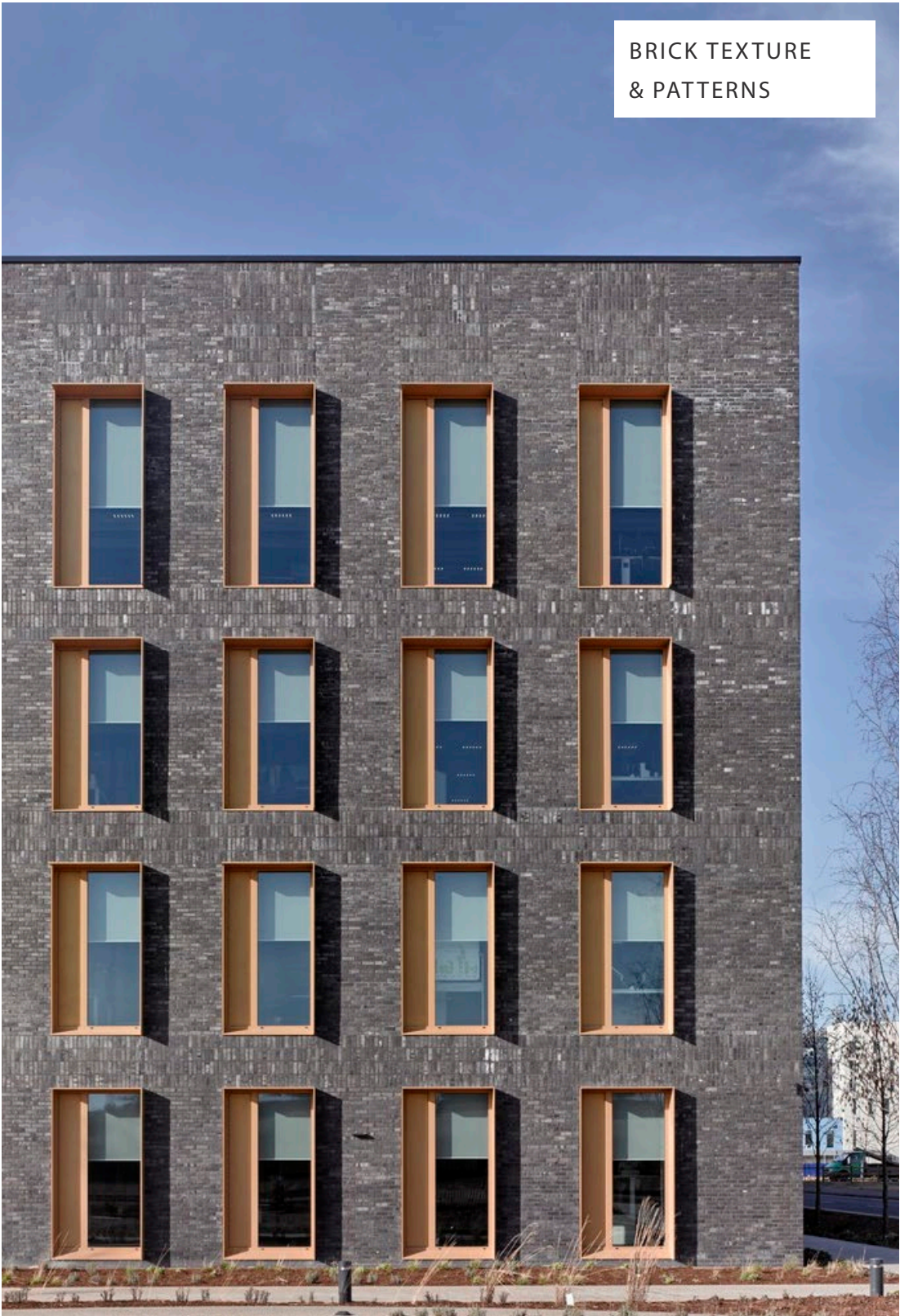
C1: Variety of Open Spaces



MIXED USE RETAIL DEFINES
PEDESTRIAN PLAZA THAT
CONNECTS TO RAPID TRANSIT

CALTRAN BART RENDERING
SOURCE UNKNOWN

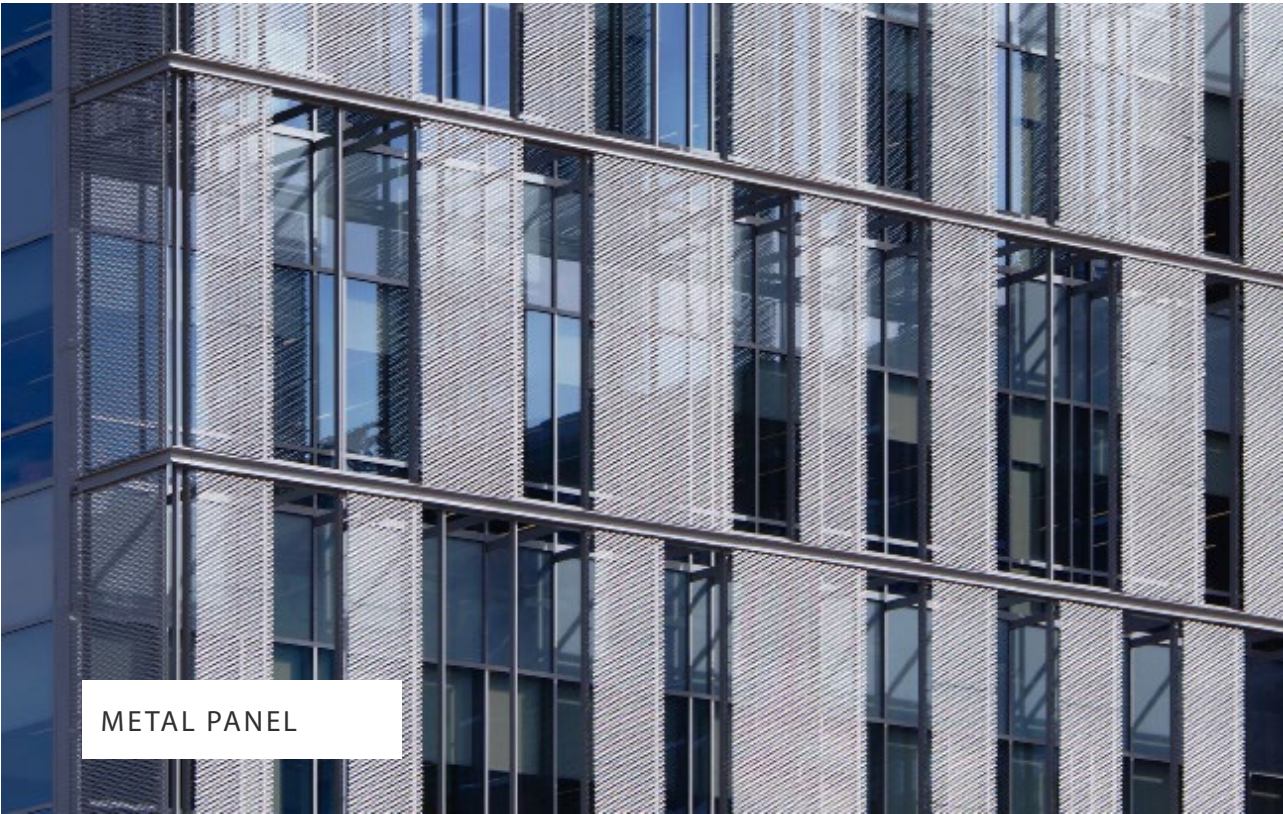
P3: Quality & Durable Materials



P3: Quality & Durable Materials



P3: Quality & Durable Materials



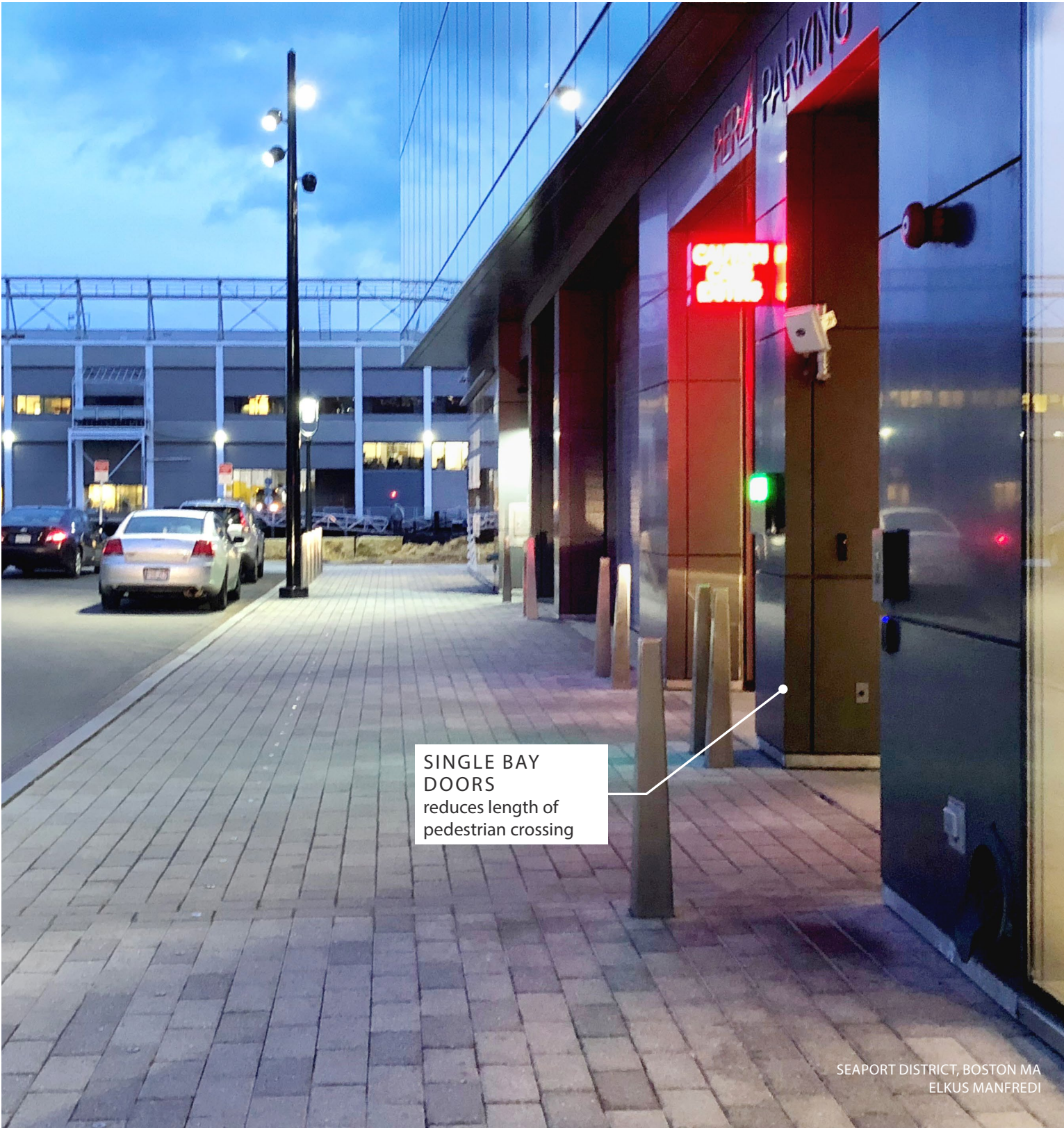


P4

Off-street parking is located below grade.

All parking is provided entirely below grade. Adequate soil depth is provided to support large canopy trees, surface paving materials, and innovative water management strategies. These features will be integrated into the site design and will be provided at-grade.

P4: Off-Street Parking Below Grade



P4: Off-Street Parking Below Grade



P4: Off-Street Parking Below Grade



SOURCE UNKNOWN



C1

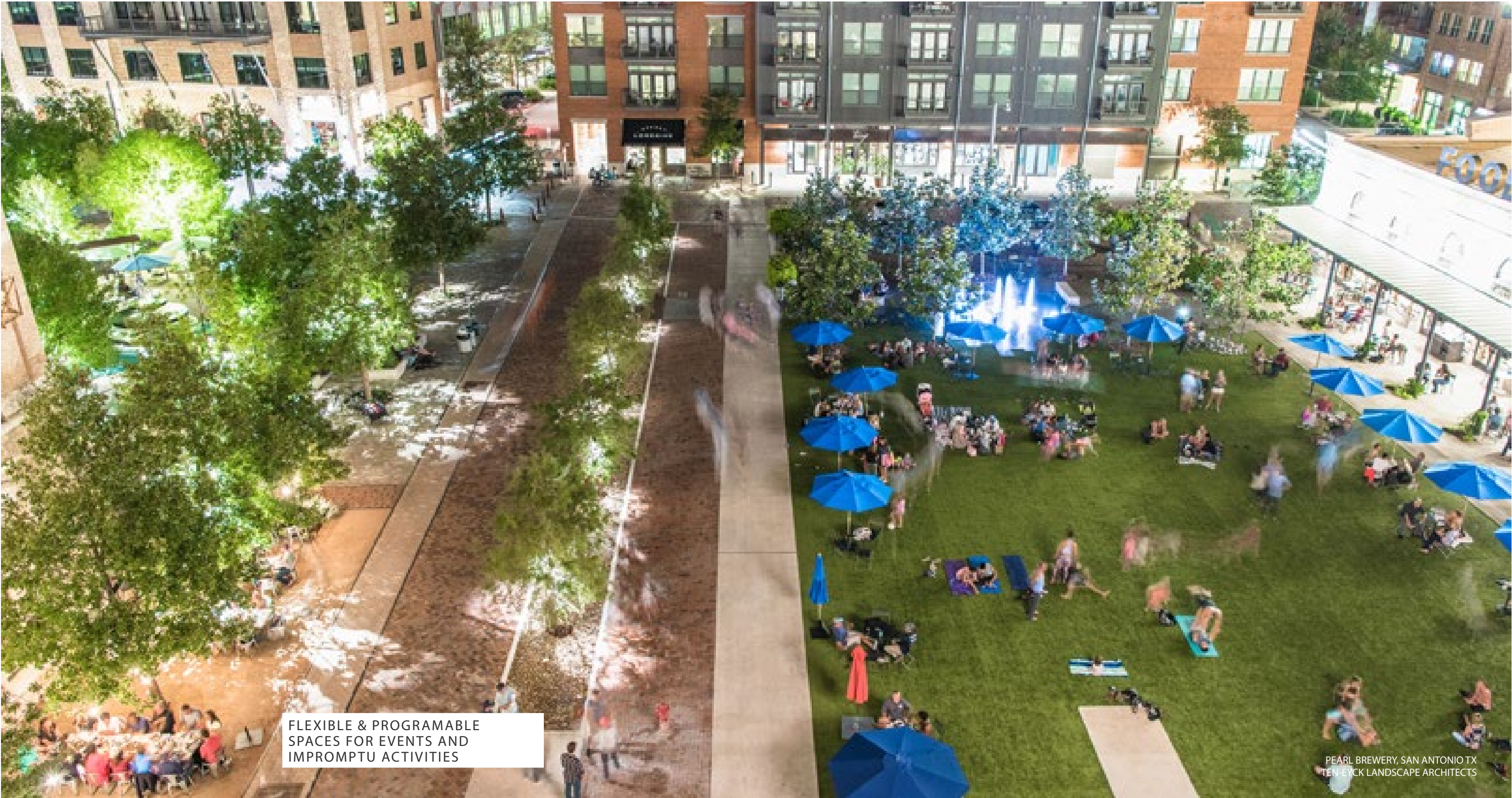
A variety of open spaces are provided.

A variety of open spaces, which contribute to the regional network, are provided. The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.

C1: Variety of Open Spaces



C1: Variety of Open Spaces



FLEXIBLE & PROGRAMABLE SPACES FOR EVENTS AND IMPROMPTU ACTIVITIES

PEARL BREWERY, SAN ANTONIO TX
TEN-ECK LANDSCAPE ARCHITECTS

C1: Variety of Open Spaces



C1: Variety of Open Spaces



MARINE GATEWAY, VANCOUVER CA
PERKINS + WILL

FUSION OF INDOOR-OUTDOOR SPACES
SEAMLESSLY WORKING TOGETHER



MARINE GATEWAY, VANCOUVER CA
PERKINS + WILL



THE ARTS WALK, ALLENTOWN PA
DAVID RUBIN LAND COLLECTIVE

DESIGNED INTERSTITIAL
SPACES CREATING DIFFERENT
ACTIVITY POCKETS

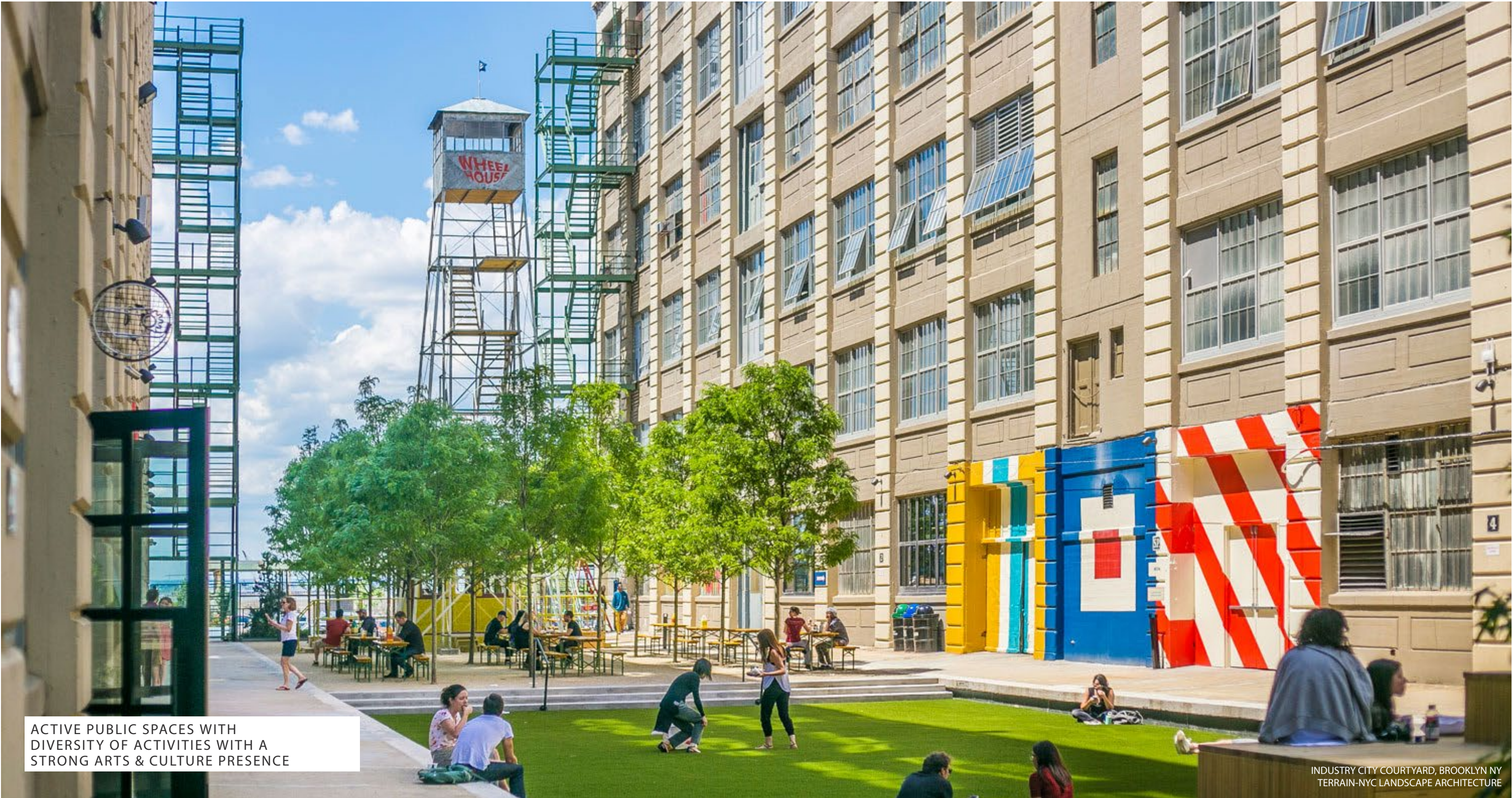
C1: Variety of Open Spaces



FLEXIBLE SPACES WITH EVENT PROGRAMMING & A DEDICATED PEDESTRIAN ENVIRONMENT

KLYDE WARREN PARK, DALLAS TX
OJB LANDSCAPE ARCHITECTURE

C1: Variety of Open Spaces



ACTIVE PUBLIC SPACES WITH DIVERSITY OF ACTIVITIES WITH A STRONG ARTS & CULTURE PRESENCE

INDUSTRY CITY COURTYARD, BROOKLYN NY
TERRAIN-NYC LANDSCAPE ARCHITECTURE

C1: Variety of Open Spaces



C1: Variety of Open Spaces



C1: Variety of Open Spaces



C1: Variety of Open Spaces





C2

An active public realm (Streets, Sidewalks, Streetscapes)

The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture. Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit. Site design incorporates high quality paving materials, site furnishings, and lighting. Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.

C2: Active Public Realm



C2: Active Public Realm



CITY CENTRE, HOUSTON TX
OJB LANDSCAPE ARCHITECTURE

SIDEWALK RESTAURANTS &
CAFES ACTIVATE SIDEWALKS

C2: Active Public Realm



DIVERSE PROGRAMMING
OF PUBLIC SPACES

STATE FARM
OJB LANDSCAPE ARCHITECTURE

C2: Active Public Realm



MULTI-GENERATIONAL
USES PROVIDE VARIETY

KLYDE WARREN PARK, DALLAS TX
OJB LANDSCAPE ARCHITECTURE

C2: Active Public Realm



C2: Active Public Realm





C3

Inclusive design of buildings and open spaces.

Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act. Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.

C3: Inclusive Design



PEACE BENCH
SNOHETTA

DIFFERENT
TYPES OF
SEATING +
PUBLIC ART
invites different
types of rest and
engagement with
the environment



BLOCK BY BLOCK, SAN FRANCISCO CA
GROUND PLAY



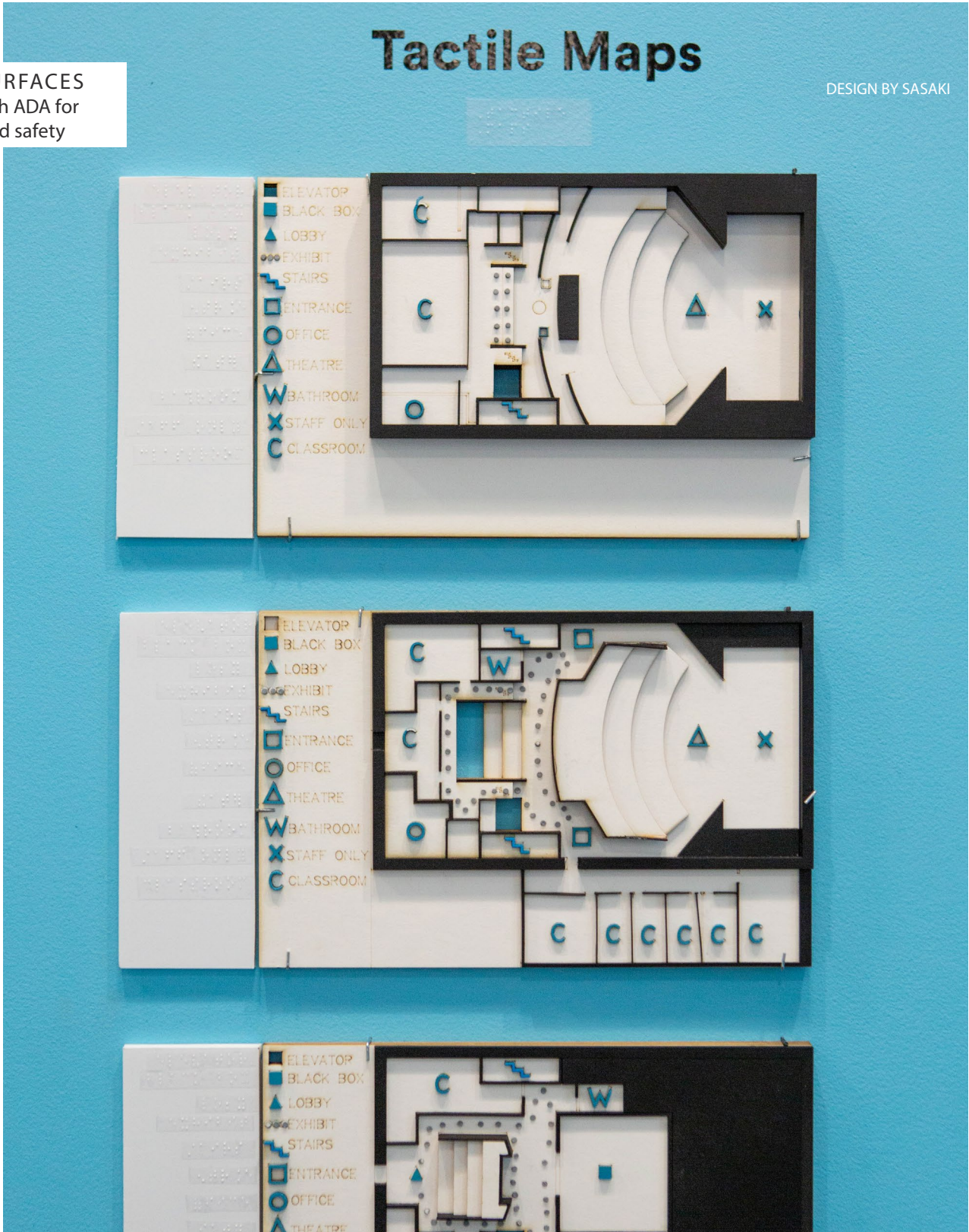
PERSONAL
TRANSIT IS
EVOLVING
and traditional bike lanes
can facilitate multimodal
transportation options

IMAGE SOURCE UNKNOWN

C3: Inclusive Design



TACTILE SURFACES
in keeping with ADA for
wayfinding and safety



C3: Inclusive Design



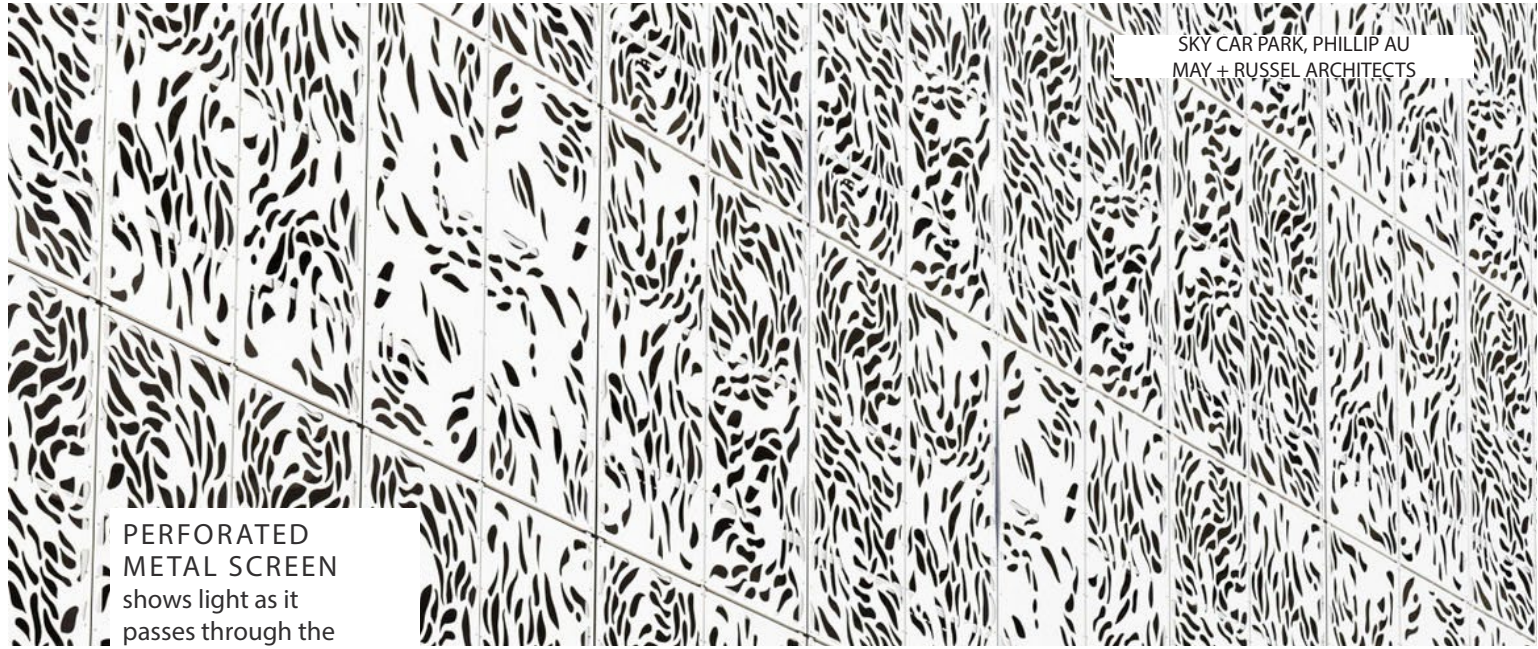


C4

Utilitarian uses are thoughtfully integrated.

Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.

C4: Integration of Utilitarian Uses



SKY CAR PARK, PHILLIP AU
MAY + RUSSEL ARCHITECTS

**PERFORATED
METAL SCREEN**
shows light as it
passes through the
panels, creating usable
utilitarian space



SKY CAR PARK, PHILLIP AU
MAY + RUSSEL ARCHITECTS



**PERFORATED
METAL SCREEN**
provides decorative
texture and obscures
space behind the panels

BLOCK 37, CHICAGO IL
GENSLER
SOURCE UNKNOWN

C4: Integration of Utilitarian Uses



C4: Integration of Utilitarian Uses





C5

Building Signage is unique and identifiable.

Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition. Signage utilizes high-quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design. Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.

C5: Unique & Identifiable Signage



COHESIVE & DIVERSE SIGNAGE
to read as a district but
still showcase brand

C5: Unique & Identifiable Signage





C6

Architectural Excellence

There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District. Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context. Building massing generates depth, a layering of visual interest and expresses the building's program. Buildings read as holistic and comprehensible entities. Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.

C6: Architectural Excellence - Office



C6: Architectural Excellence - Office



NEW BALANCE HQ, BOSTON MA
ELKUS MANFREDI

HIGH FLOOR TO FLOOR SPACES &
NARROW FLOOR PLATES ALLOW
NATURAL LIGHT TO PENETRATE

C6: Architectural Excellence - Retail



IMAGE SOURCE UNKNOWN

SIDEWALK CAFES
ACTIVATE SIDEWALKS

C6: Architectural Excellence - Retail



C6: Architectural Excellence - Retail



C6: Architectural Excellence - Retail



IDENTIFIABLE ENTRIES
& VISUAL CONNECTION
OT THE INTERIOR

C6: Architectural Excellence - Residential & Hotel



C6: Architectural Excellence - Residential & Hotel



C6: Architectural Excellence - Residential & Hotel



C6: Architectural Excellence - Residential & Hotel



C6: Architectural Excellence - Residential & Hotel



C6: Architectural Excellence - Residential & Hotel



VAN NESS MIXED USE, BOSTON MA
ELKUS MANFREDI

DIVERSE MIX OF USES &
MATERIAL CREATE STREET
LIFE & VISUAL INTEREST

ACTIVE GROUND FLOOR
PEDESTRIAN ORIENTED

C6: Architectural Excellence - Residential & Hotel



C6: Architectural Excellence - Residential & Hotel



ENGAGE THE STREET
WITH ACTIVE EDGES

STEPPING BACK & LAYERING OF
MATERIALS CREATES VISUAL INTEREST
WHILE REDUCING APPARENT BULK

C6: Architectural Excellence - Institutional



C6: Architectural Excellence - Institutional



C6: Architectural Excellence - Institutional



C6: Architectural Excellence - Institutional



C6: Architectural Excellence - Institutional

