



## DEPARTMENT OF PLANNING AND ZONING

**DATE:** July 18, 2014

**TO:** Beaugard Urban Design Advisory Committee

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**SUBJECT:** DSUP #2014-00018 – Beaugard Town Center

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### SUMMARY OF PROPOSAL

#### *Project Evolution*

The Beaugard Town Center is one of the seven neighborhoods identified in the Beaugard Small Area Plan. The Plan called for this neighborhood to be mixed use, with the majority of the neighborhood residential with some office and hotel uses along the Beaugard frontage and a retail uses fronting Reading Avenue. The developer for the property, JBG, has submitted their first concept plan for this neighborhood. Since it is a large neighborhood (nearly 50 acres), only a portion of the neighborhood is proposed for redevelopment at this time. Redevelopment of the remainder of the neighborhood would occur at a later date.

#### *Location*

The Town Center neighborhood is located on the west side of Beaugard Street between Rayburn Avenue to the north, Roanoke Avenue to the south, and Reading Avenue through the center. The neighborhood consists mainly of three-story, garden apartments, but a small retail center with a grocery store, CVS, and other retail shops is located along Beaugard Street between Reading and Rayburn Avenues. Across Beaugard Street are townhouses and multifamily buildings that were constructed in the last twenty years and not anticipated for redevelopment in the Plan. North of the Town Center neighborhood on either side of Beaugard Street are several office buildings, including the Mark Center and BRAC building. The John Adams Elementary School and Clyde's Restaurant are also north of the neighborhood. Additional garden apartments and the Winkler Preserve are located south of the neighborhood.

The first phase of the Town Center encompasses 24 acres, which is nearly half the size of the overall Town Center neighborhood. The neighborhood has been divided into development blocks (see Sheet P-0301 of the attached Concept Plan) and Blocks E, F1, G, and H comprise the first phase. These are the four blocks on either side of Reading Avenue which will remain in the same general location with this redevelopment. About a dozen garden apartments and a portion

of the retail center would be demolished, while the rest of the garden apartments and retail center would remain until later redevelopment phases.

As with other sites along Beauregard, the topography for this site is fairly significant. The highest point is along Beauregard Street and the site gradually changes elevations down Reading Avenue approximately 20 feet. A steeper grade change occurs along the southern portion of the site, particularly along Beauregard Street, and is heavily vegetated.

### ***Project Details***

The proposed plan consists of four development blocks – two north of Reading Avenue (Blocks E and F1) and two south (Blocks G and H). The two blocks along Beauregard (Blocks F1 and G) will include six-story multi-family buildings with ground floor retail. The two interior blocks (E and H) will also include six-story multifamily buildings, but only a portion of the ground floor will be retail. These blocks also include townhouses and urban lofts. Reading Avenue will serve as the main retail street in the neighborhood, with retail on both sides of the street from Beauregard Street to the Town Center park. In particular the building on Block G is anticipated to include a grocery store.

Of the existing 800 units in the Town Center neighborhood, 381 units will be demolished with the first phase of redevelopment. The current proposal is for 1,137 residential units (1,090 multifamily, 27 townhouses, and 20 urban lofts), which is a net increase of 756 units. With regard to retail, 12,000 sf of the existing 63,320 sf will be demolished. A total of 150,000 sf of retail floor area is proposed with this concept plan, which is 138,000 sf of net new retail floor area.

In addition to the buildings, the proposal includes a 0.6 acre Town Center Park between Blocks E and H and a 0.15 acre plaza adjacent to Block G along Beauregard Street. A new framework street (referred to as Parallel Road on the concept plan) between Blocks E&H and Blocks F1&G is also proposed.

## **STAFF ANALYSIS**

### ***Site Design***

There are many aspects of the proposal that area consistent with Small Area Plan and Design Guidelines, including the overarching uses and layout of the site. The items detailed below outline some of the site design deviations from the Plan that the staff recommends should be discussed further.

- **Framework Streets:** Reading Avenue and Parallel Road, two framework streets in the Town Center, are proposed with this development and are generally consistent with the Design Guidelines in terms of width and design. However, additional framework streets should be installed with this phase north of Block E and south of Block H to create a grid between Parallel Road and Rayburn Avenue. This would also allow for better circulation throughout the neighborhood, particularly if the portion of Reading Avenue surrounding the park is occasionally closed for events at the Town Center park. See Attachment #2 for more details.

- Land Uses – Office: The Plan called for the northwest corner of Beauregard and Reading to be office, but the concept plan proposes a residential building at this corner instead. Staff has requested the applicant provide an overall plan for the entire neighborhood to show how the office space anticipated in the Plan can still be accommodated along Beauregard.
- Land Uses – Townhouses: The Plan limits the number of townhouses in the Town Center neighborhood to 50 townhouses and urban lofts. Originally, staff anticipated that these types of units would be used along the perimeter of the neighborhood to provide an appropriate transition to the existing, adjacent townhouses. However, this proposal uses nearly all of the allocated townhouse units in the interior of the site, surrounding the Town Center Park. Staff has requested an overall plan to show how appropriate transitions can still be provided without these smaller scale residential buildings.
- Open Space – Town Center: The open space at the center of the site was envisioned to be the “social heart” of the neighborhood and should be designed to accommodate large gatherings. While staff encourages the use of water in this space, the design should not preclude active programming for the park.
- Open Space – Reading and Beauregard: The Plan called for two plazas on either side of Reading Avenue, with a larger plaza on the north side. This proposal switches the plaza to the south side and reorients it to be parallel to Beauregard Street. While this open space design may function better with the proposed grocery store, staff has recommended reorienting the plaza to be parallel to Reading Avenue to provide a more defined plaza experience and better preservation of the trees along Beauregard Street (see next bullet).
- Greenway/Tree Save Area: The southern corner of the site along Beauregard Street is designated in the Plan as “Greenway” open space, particularly due to the existing conditions in this location of steep slopes and extensive tree coverage. The existing vegetation in this location must be preserved to maintain the goals for this open space. The concept plan shows the limits of disturbance encroaching into this area, which would likely preclude preserving many of the existing trees. The design for the service road, building, and plaza on Block G should be refined to minimize the impact to this area.
- Retail Setback: The Design Guidelines prescribe a maximum setback for retail frontage of 25 feet from the back of curb to the building. The proposal complies with this requirement except at the corner of Beauregard Street and Reading Avenue, particularly on the south side (Block G) where the setback is over 80 feet.
- Right of Way for West End Transitway: Beauregard Street is one of main streets for the future West End Transitway that will connect Van Dorn Metro Station to Shirlington and the Pentagon. The Plan requires developers to dedicate the necessary right of way along Beauregard Street to accommodate the Transitway. The timing and extent of the right of way dedication required as part of this proposal is still under discussion.

***Building Design***

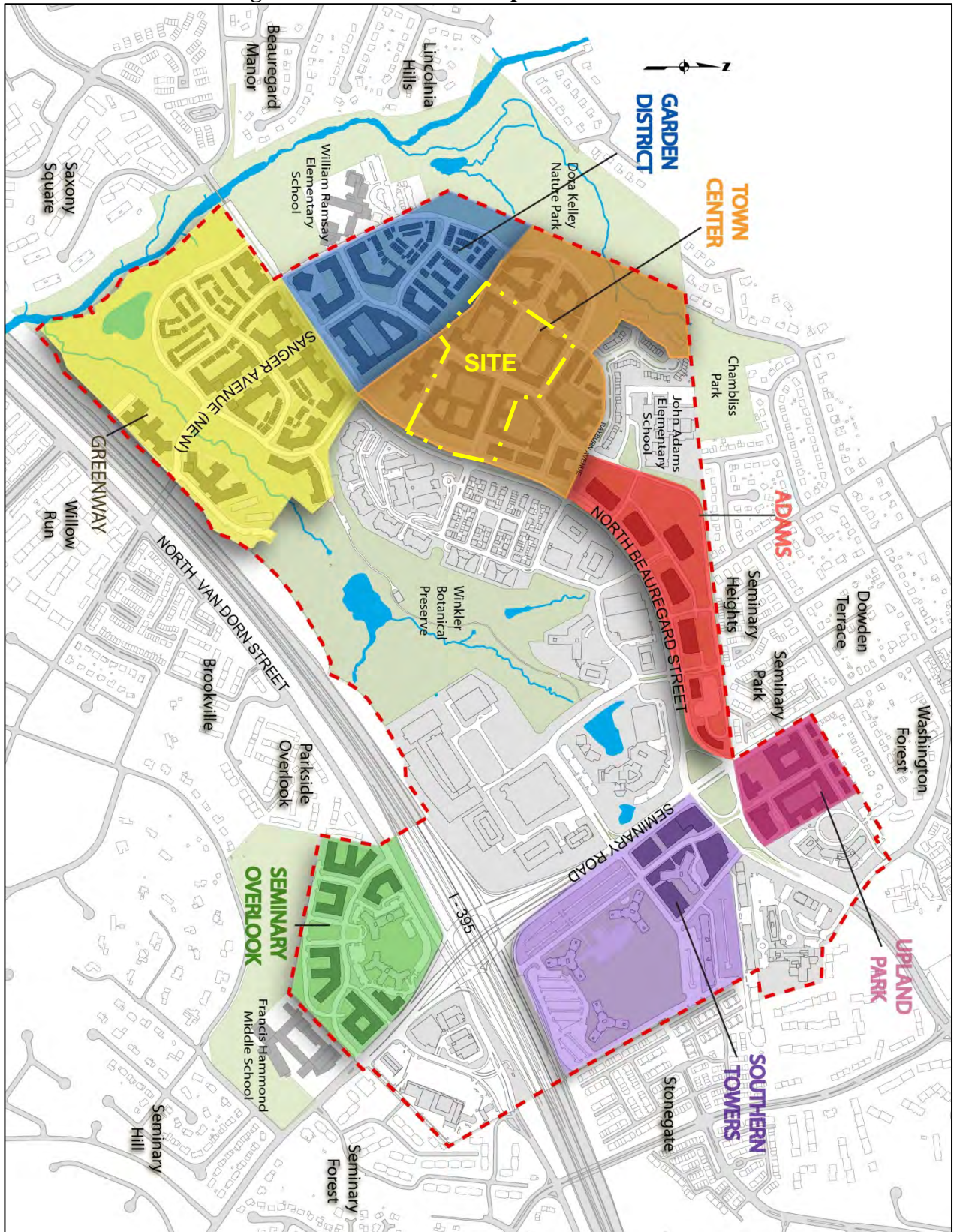
Preliminary massing studies were provided with the concept plan that shows some successful concepts for a variety of height along Reading Avenue. However, the majority of the development is approximately 85 feet or 6 stories. Staff recommends incorporating further variety of heights, particularly along Beauregard Street, where a maximum of 130 feet is permitted. Additionally, the multifamily buildings on Blocks E and H exceed the 60 foot height limit. Although the townhouses and urban lofts fall within the 60 foot height limit, the guidelines suggest a maximum height of 45 feet for townhouses and 55 feet for urban lofts. The plans currently show the townhouses at 50 feet and the urban lofts at 65 feet.

**Attachments:**

- 1 – Beauregard Small Area Plan map
- 2 – Map of Framework Streets
- 3 – Aerial of site
- 4 – Beauregard Urban Design Standards and Guidelines Matrix
- 5 – Concept Plan



Attachment #1 – Beauregard Small Area Plan map









Attachment #3 – Aerial

