



Braddock West

A Catalytic Gateway to the Braddock Neighborhood



BRADDOCK IMPLEMENTATION ADVISORY GROUP

September 10, 2020



Our Team



The Site



Vision



Next Steps

We're excited to be working with you!

Headquartered in Arlington, VA, CRC is a national real estate development and investment firm with 28 years of experience completing purpose-driven ventures including residential, retail, mixed-use, and public-private partnerships.

Our reputation is built on superior execution across every stage of development.



ENTITLEMENTS



CONSTRUCTION

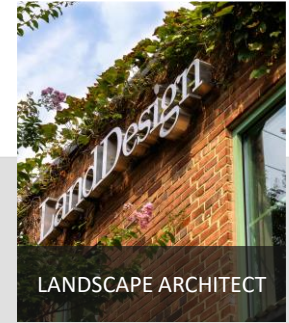
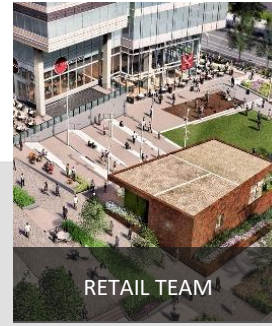
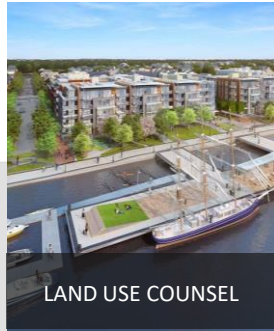
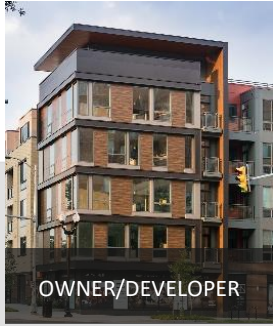


PRODUCT
DEVELOPMENT



ASSET
MANAGEMENT

We have partnered with local professionals who are committed to improving Alexandria



Arlington, VA

\$7 Billion in public and private work

3+ companies headquartered in Arlington



Fairfax, VA

Approvals include:

- Old Town Commons
- Robinson Landing
- 2000 N. Beauregard



Alexandria, VA

Award-winning local architect

Designed:
Gables Old Town North
Royal St Bus Garage



Bethesda, MD

Strong track record of visioning, creating and enhancing places



Alexandria, VA

40 years of award-winning urban design.

Designed:
Potomac Yard
Braddock Gateway



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Vision



Next Steps

Braddock West will create a vibrant entrance to Old Town for all members of the community



BRADDOCK WEST

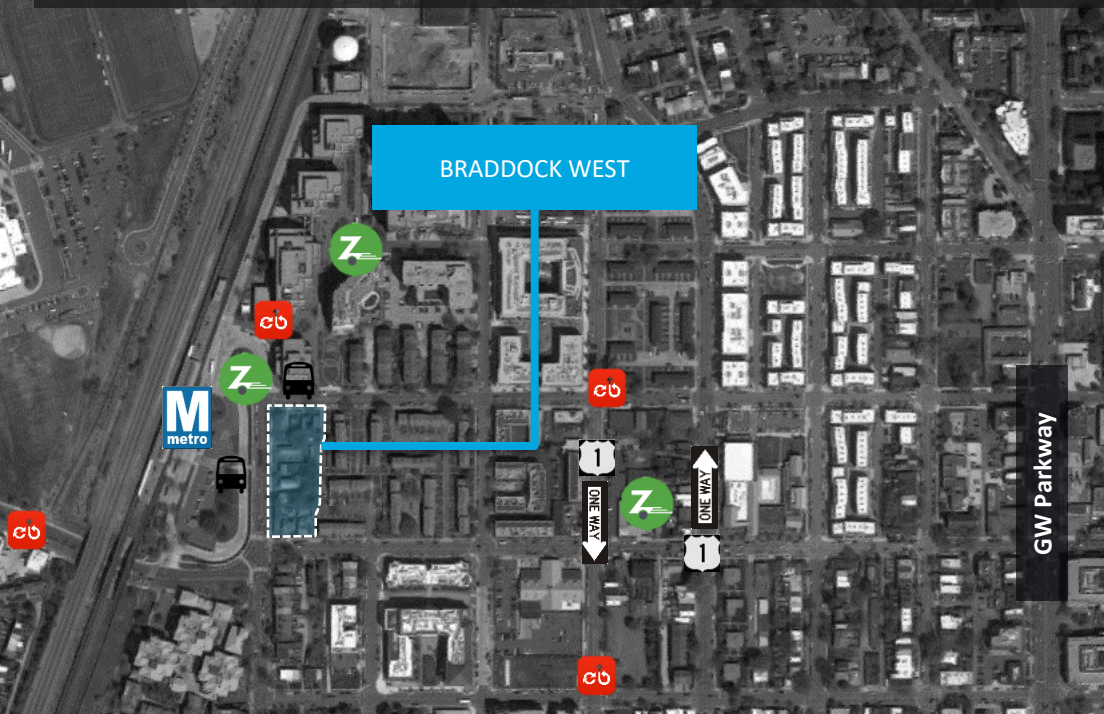
Madison St

Wythe St



N Washington St

The site rests at a highly connected node promoting a Multi-Modal transportation lifestyle



PEDESTRIAN:

- Bordered by “walking streets” – Madison, West & Wythe
- Walkable to 48,000 jobs

METRO / VRE:

- 250 feet from Braddock Metro
- 1 metro stop (<1mi) from VRE

BUS:

- 250 feet from Braddock Metro

BIKE:

- Immediate access to Potomac Yard Trail
- Dedicated bike lanes along Braddock Road

AUTO:

- Access to Route 1 and I-95



Very Walkable



Excellent Transit

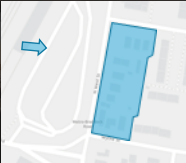


Very Bikeable



Existing Conditions

Braddock Road

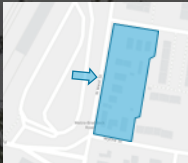


Metro Station looking east



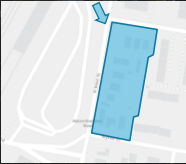
Existing Conditions

West St looking east



Existing Conditions

West St & Madison St
intersection looking south



Existing Conditions

West St and Wythe St
intersection looking north





Our Team



The Site

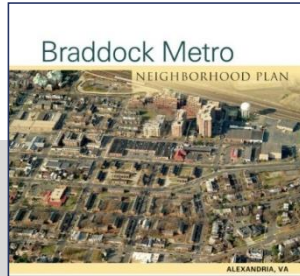


Vision



Next Steps

Our goal is to create a shared vision, building upon successful community planning efforts



- **Create a sense of identity, vitality and diversity**
- **Provide safe walkable neighborhoods**
- **Establish a variety of community-serving open spaces**
- **Encourage community-serving retail and services**
- **Promote mixed-income housing**
- **Manage multi-modal transportation, parking and road infrastructure**
- **Achieve varying and transitional heights and scales**



- **Include a mix of housing affordability**
- **Provide appropriate transitions in scale and massing**
- **Design architecture to reflect neighborhood tradition**
- **Provide open spaces to meet the needs of the residents of the new mixed-income communities**
- **Create green edges along streets and integrate sustainable design features**
- **Contribute to walkable streets**
- **Incorporate underground parking**

Creating successful communities is about the journey as well as the destination

Development Objectives

- Generate purposeful community engagement and input throughout process
- Provide on-site affordable and/or workforce units
- Create engaging pedestrian-friendly streetscape
- Design architecturally unique building to serve as a gateway into Alexandria
- Extend retail energy towards Metro
- **Meet Community and City goals**



City planning documents offer clear guidance on overall development character

Land Uses - Residential, retail, office, or hotel. Retail that is primarily neighborhood-serving and pedestrian-friendly.

Height - Final building heights will be evaluated through the DSUP process; An upper-level setback of the façade will be required where appropriate

Building Design - Consistent with the design principles in the Development Framework, which refers to the Urban Design Guidelines of the BMNP

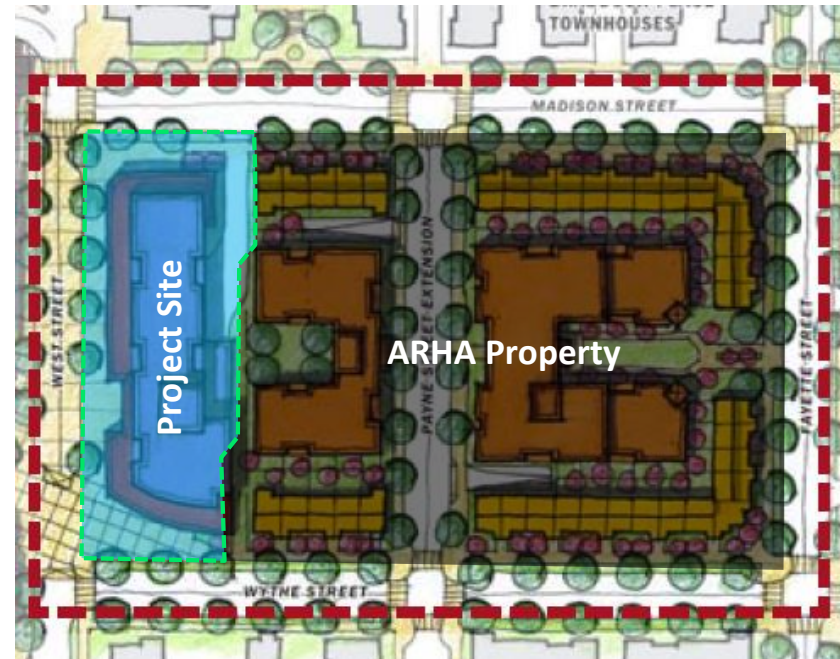
Open Space - Publicly accessible, ground level open space will be provided to meet the needs of residents in the new development

Street Grid - Loading and trash for retail uses should occur in an alley

Pedestrian Connections – Enhance the pedestrian experience for residents, employees, and visitors to the neighborhood with appropriate streetscape, sidewalks, lighting, and intersection amenities

Parking - All parking shall be located below grade. Parking shall be provided in accordance with the parking standards of this Plan

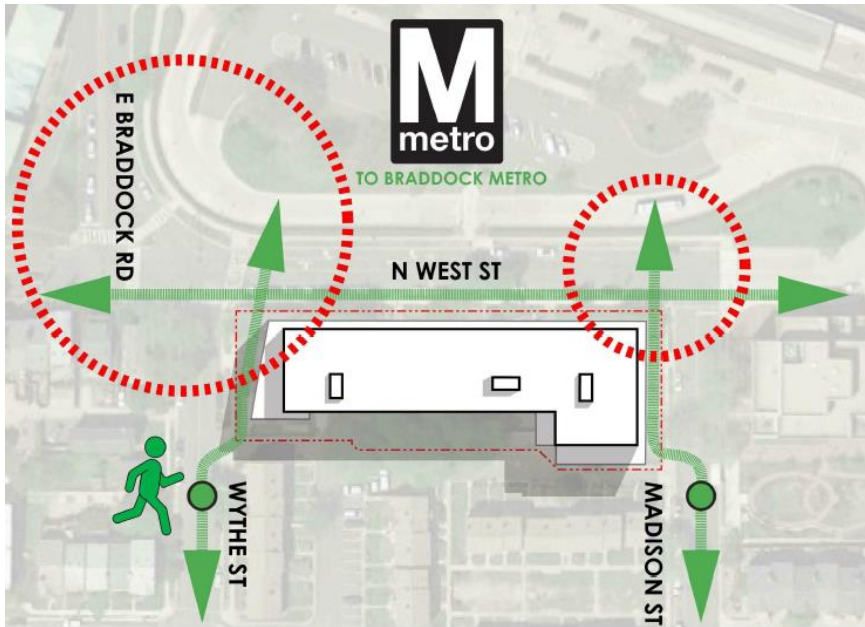
Conceptual Land Plan - Braddock Metro Neighborhood Plan



Thoughtful pedestrian oriented open space designed for active community interaction



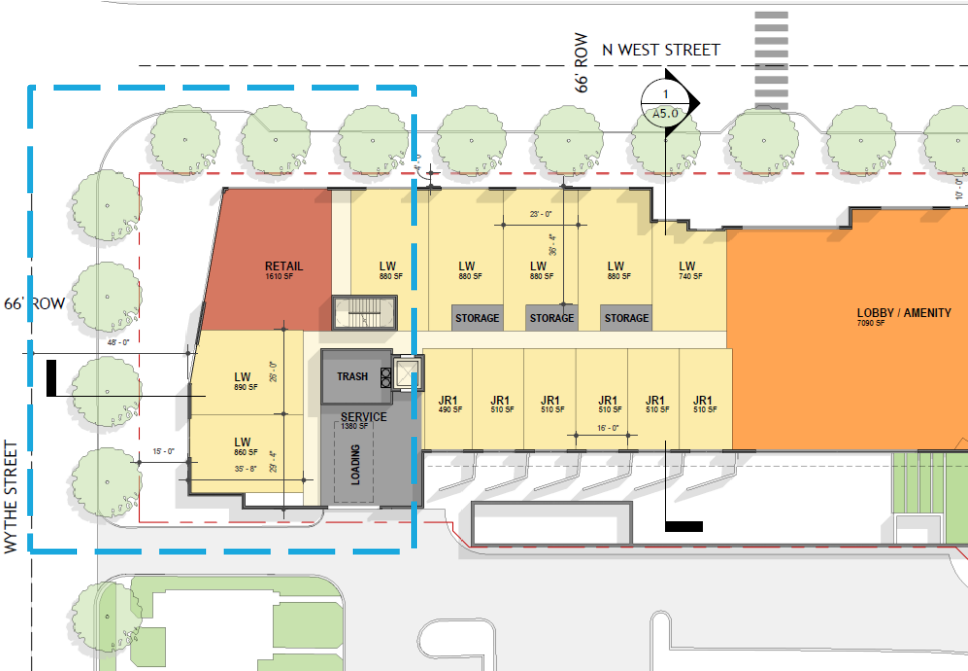
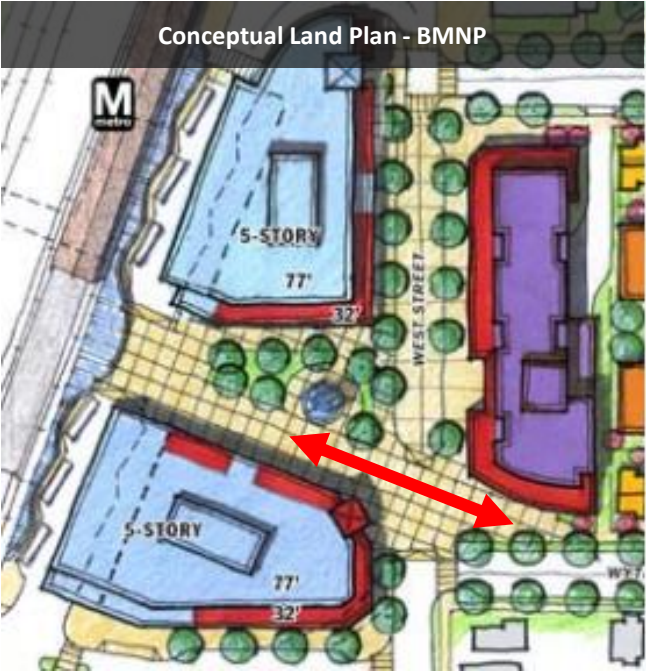
Conceptual Image



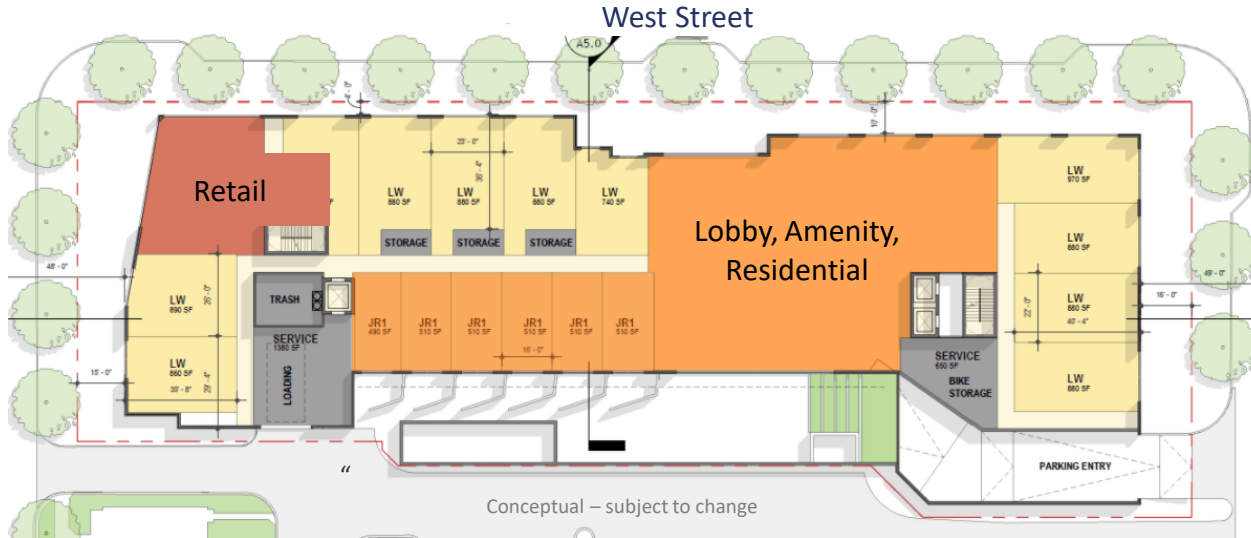
Conceptual Streetscape Improvements



The southwest pedestrian plaza will serve as a gateway to the future retail square at the Metro site



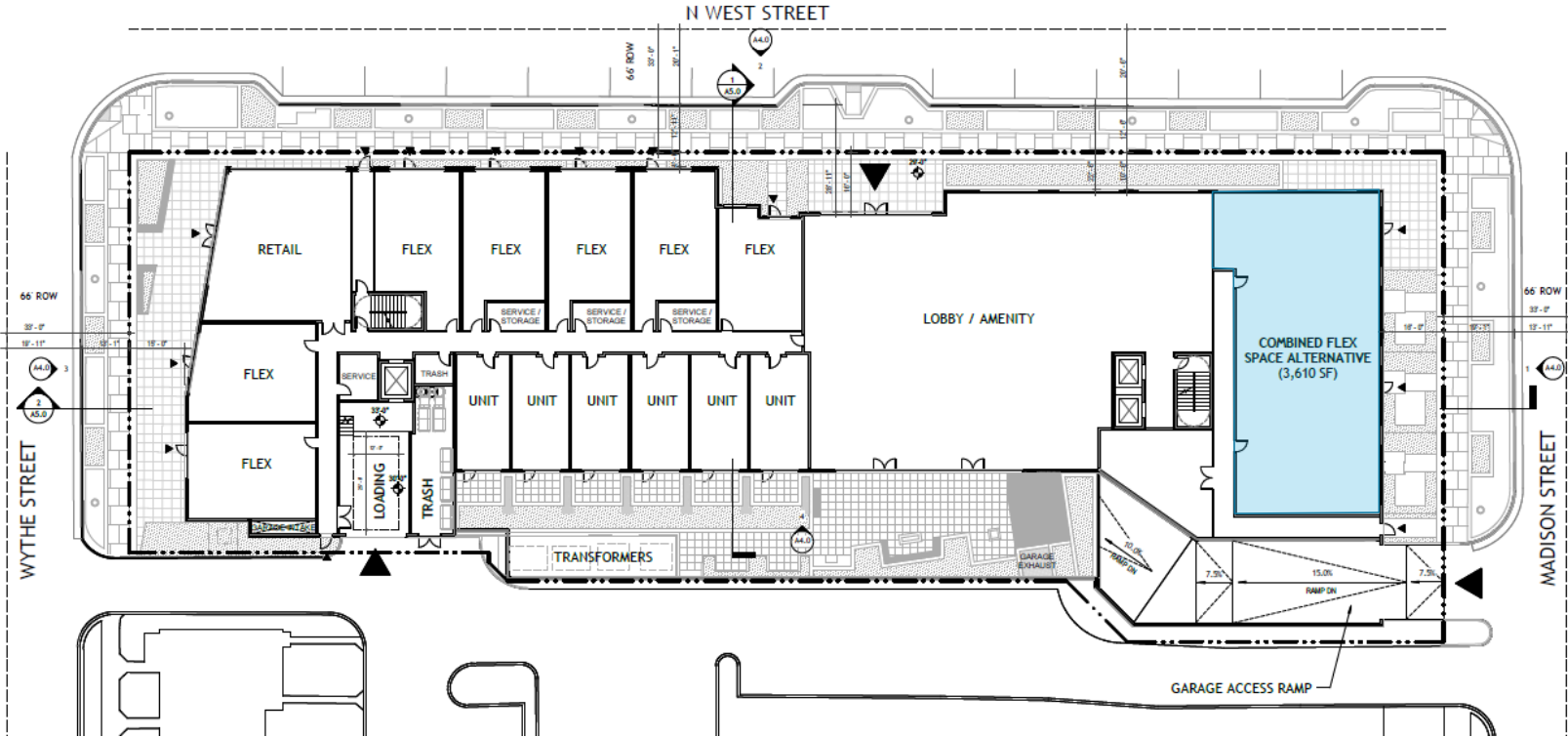
Braddock West will have the flexibility to grow with the changing character of the neighborhood



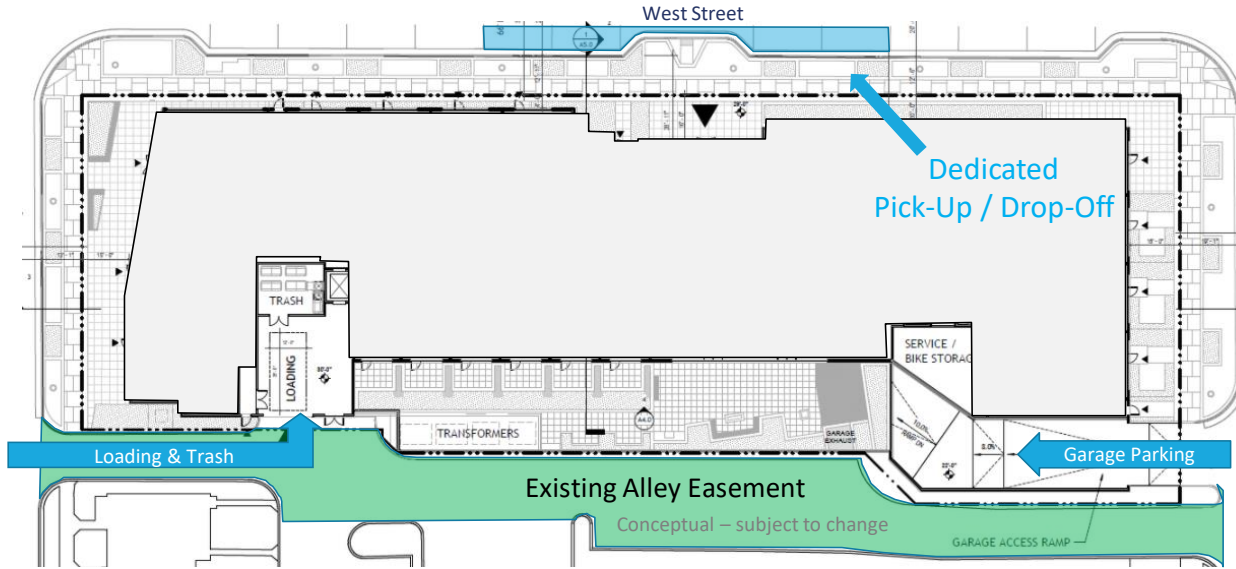
- Program will feature neighborhood serving retail at the SW corner of the site to activate the metro oriented pedestrian open space
- Additional “retail-ready” Flex Space to promote future retail functionality



Flex spaces may be combined to accommodate larger traditional retailers or other users



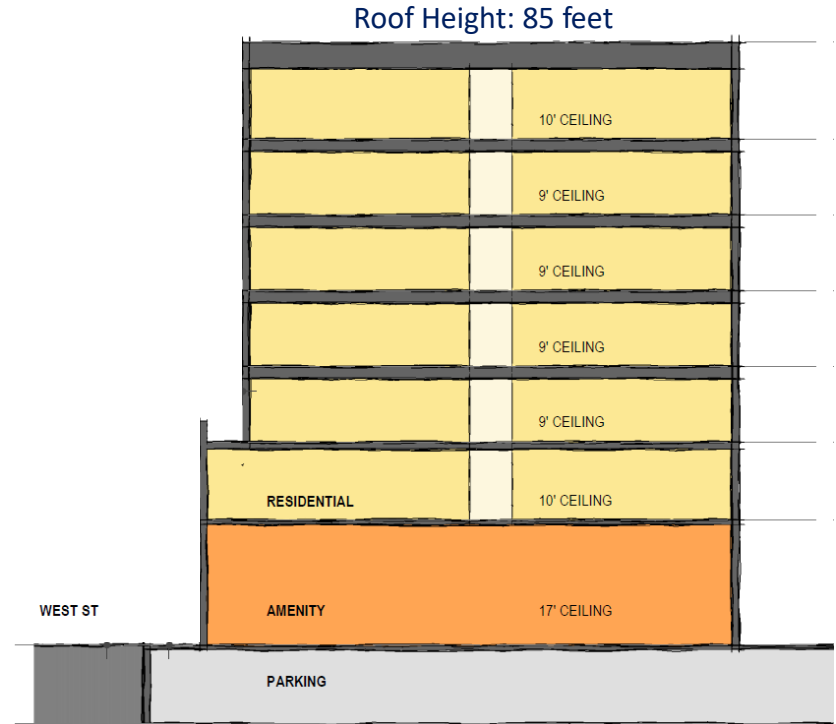
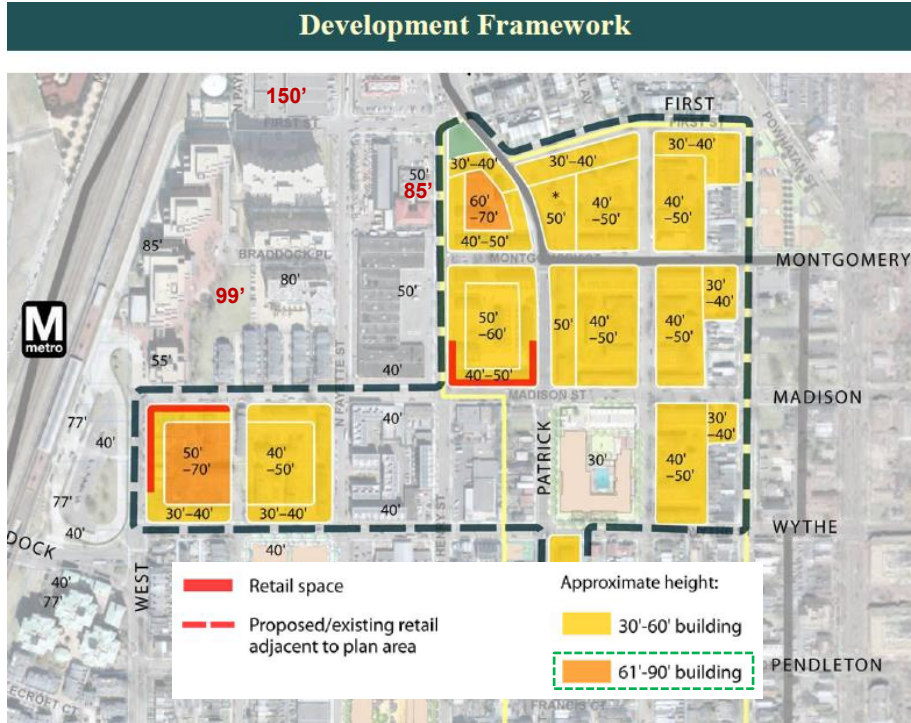
Loading and parking are designed to minimize impact on vehicular and pedestrian traffic



- Loading off the existing rear alley will minimize curb cuts to enhance the pedestrian experience
- Parking entrance off Madison St will avoid interfering with the heavier pedestrian and vehicular traffic on Wythe and Madison



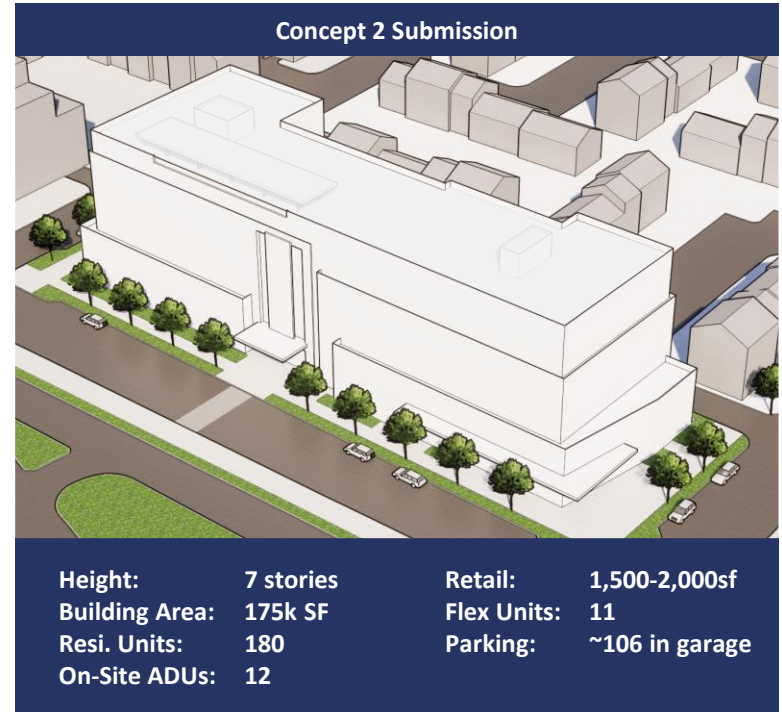
7-story building envisioned with marketable ceiling heights for both residential and retail spaces



Braddock West will serve as a prominent gateway to the neighborhood and Alexandria

Façade & Massing Design Objectives

- Distinctive architecture, yet respectful of the historic character of Alexandria
- Responds to the scale of existing adjacent buildings
- Complementary to future redevelopment of the WMATA and Andrew Adkins sites
- Thoughtfully-designed streetscape to enhance the pedestrian experience and provide a gathering spot
- Multiple façade volumes to resemble several smaller buildings developed over time
- High quality materials in high-visibility areas



Future redevelopment of adjacent blocks provide context for the proposed building's size and scale



Future redevelopment of adjacent blocks provide context for the proposed building's size and scale





All images and materials are preliminary and subject to change

Distinct volumes break up the West Street façade to resemble cohesive and organic building elevations



Tiered shouldering along Madison and Wythe promote a human scale pedestrian experience



Artistic vertical elements balance the main building volumes and clarify the building's main entry



Plaza at corner of West Street and Wythe Street presents opportunity for community-serving retail







Our Team



The Site



Vision



Next Steps

Next Steps

- Meet with other key stakeholders throughout Alexandria community
- Public hearings in November & December



BRADDOCK WEST

A street sign for Braddock Road is shown at the top of the image. The sign is black with white text. Below the sign, there is a semi-transparent black rectangular area containing white and blue text. The background of the entire image shows a street scene with trees, buildings, and a crosswalk with people walking.

Braddock Road

Feedback and Questions?

Connect with us at

www.braddockwest.com