



Braddock Road Metro Small Area Plan
CONCEPT WORKSHOP

Plan Concepts

November 10, 2005



Braddock Road Metro Small Area Plan
CONCEPT WORKSHOP

Agenda

WELCOME

CITY VISION

SCOPE & PROGRESS

PLAN CONCEPTS

Q & A

CLOSING



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Welcome



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City Vision



CITY VISION

Policy Context

COUNCIL VISION

Alexandria is a vibrant city with multiple urban villages that provide places to live, work, shop and recreate.



CITY VISION

Policy Context

ELEMENTS OF THE VISION

- *Create a sense of place*
- *Pedestrian environment*
- *Mix of residential, retail and office uses*
- *Usable public open space*
- *Establish and preserve neighborhoods*
- *Transit and pedestrian connections*
- *Affordable housing*



CITY VISION

Policy Context

P&Z MISSION

To create a common VISION for the future of Alexandria through a pro-active community planning effort that involves all stakeholders in a consensus building process ... and assures that all new development reflects the community's VISION.



CITY VISION

role of planning

PLANNING SHAPES THE FUTURE

- *Involving the community in creating a shared vision*
- *Directing and managing change to meet the community's vision*
- *Creating public benefits*
- *Ensuring that redevelopment is coordinated*
- *Establishing predictability for residents and property owners*



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Scope & Progress



SCOPE & PROGRESS

updating the '92 Plan

Plan Addressing...

Nhd Livability

Urban Form

Use Mix

Intensity

Access & Mobility

Public Space

Resulting in...

Refined Vision

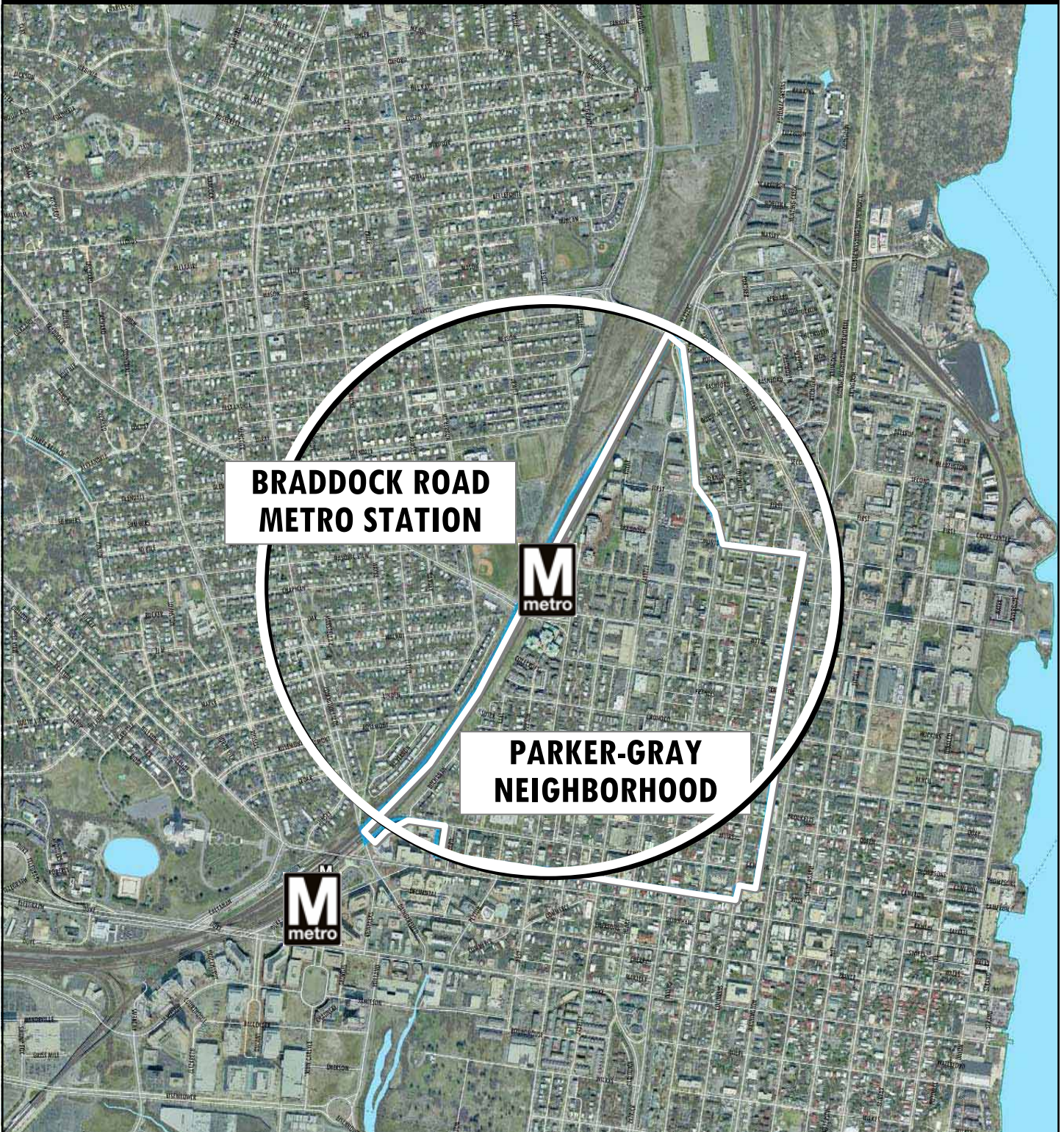
New Tools

Clear Guidance

study area



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**BRADDOCK ROAD
METRO STATION**

**PARKER-GRAY
NEIGHBORHOOD**



SCOPE & PROGRESS

schedule

SUMMER 2005

Initial Public Workshop
Conditions Assessments
Ideas Workshop
Stakeholder Meetings

FALL 2005



Plan Concepts & Alternatives
Concept Workshops
Land Use & Development
Transportation & Parking

WINTER 2006

Preliminary Plan Presentation & Review
Workshops
Plan Refinement & Adoption



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**Plan
Concepts**



PLAN CONCEPTS

basis for options

Collection of Urban Neighborhoods

**Walkable Streets, Accessible Transit,
Available Parking**

Cluster of Retail Uses

New & Improved Public Spaces

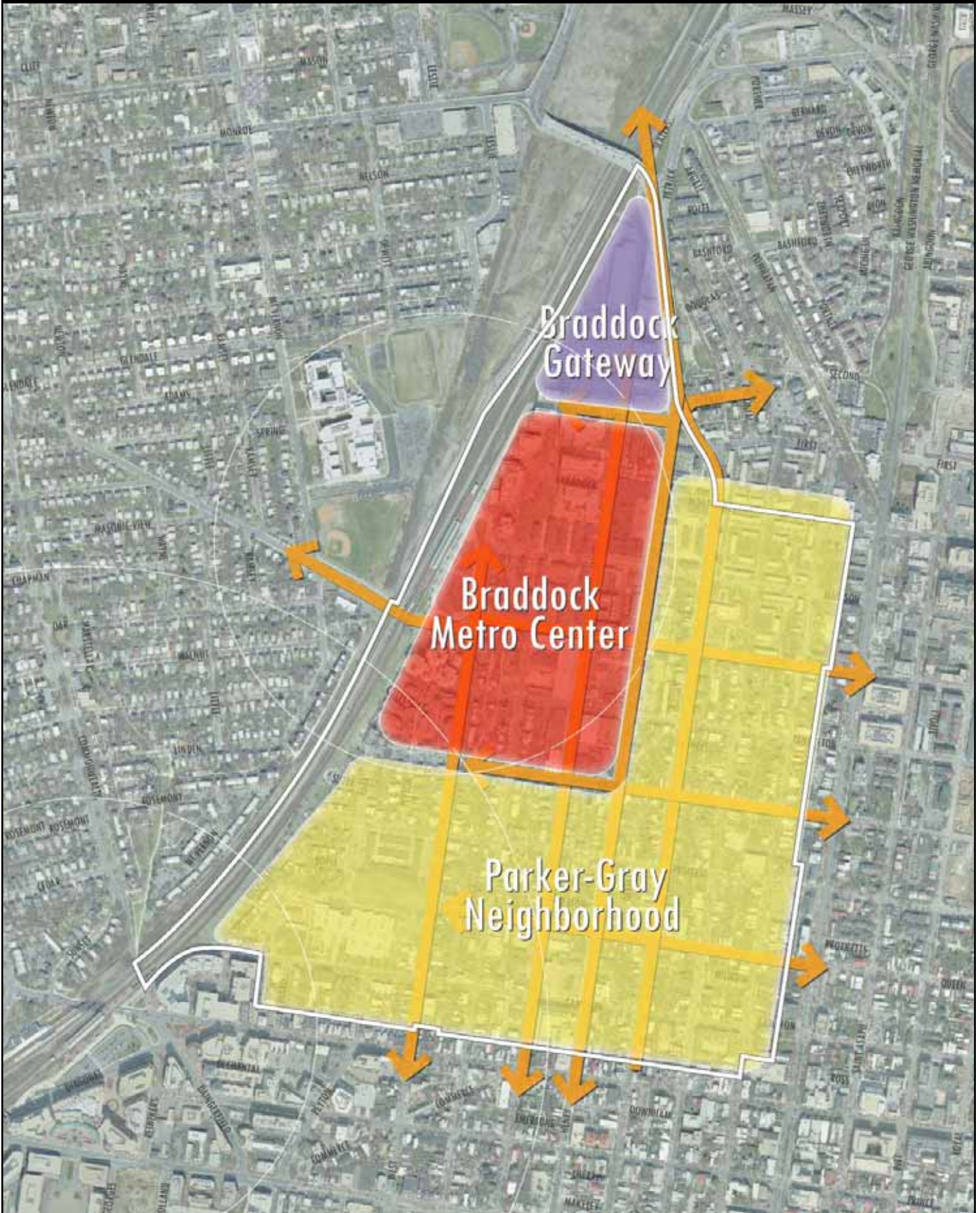
Conserved & Celebrated History

Housing for All

Urban Neighborhoods



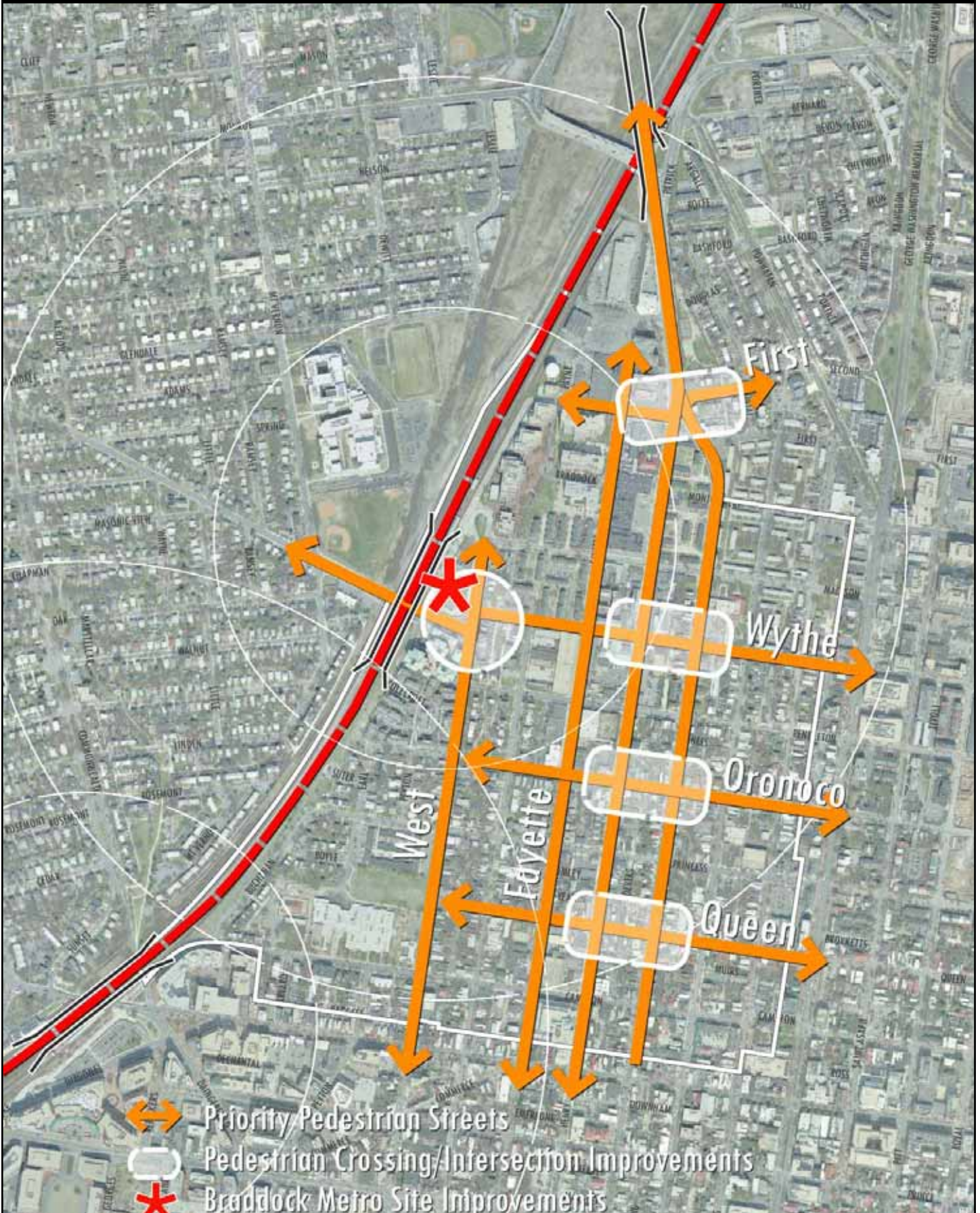
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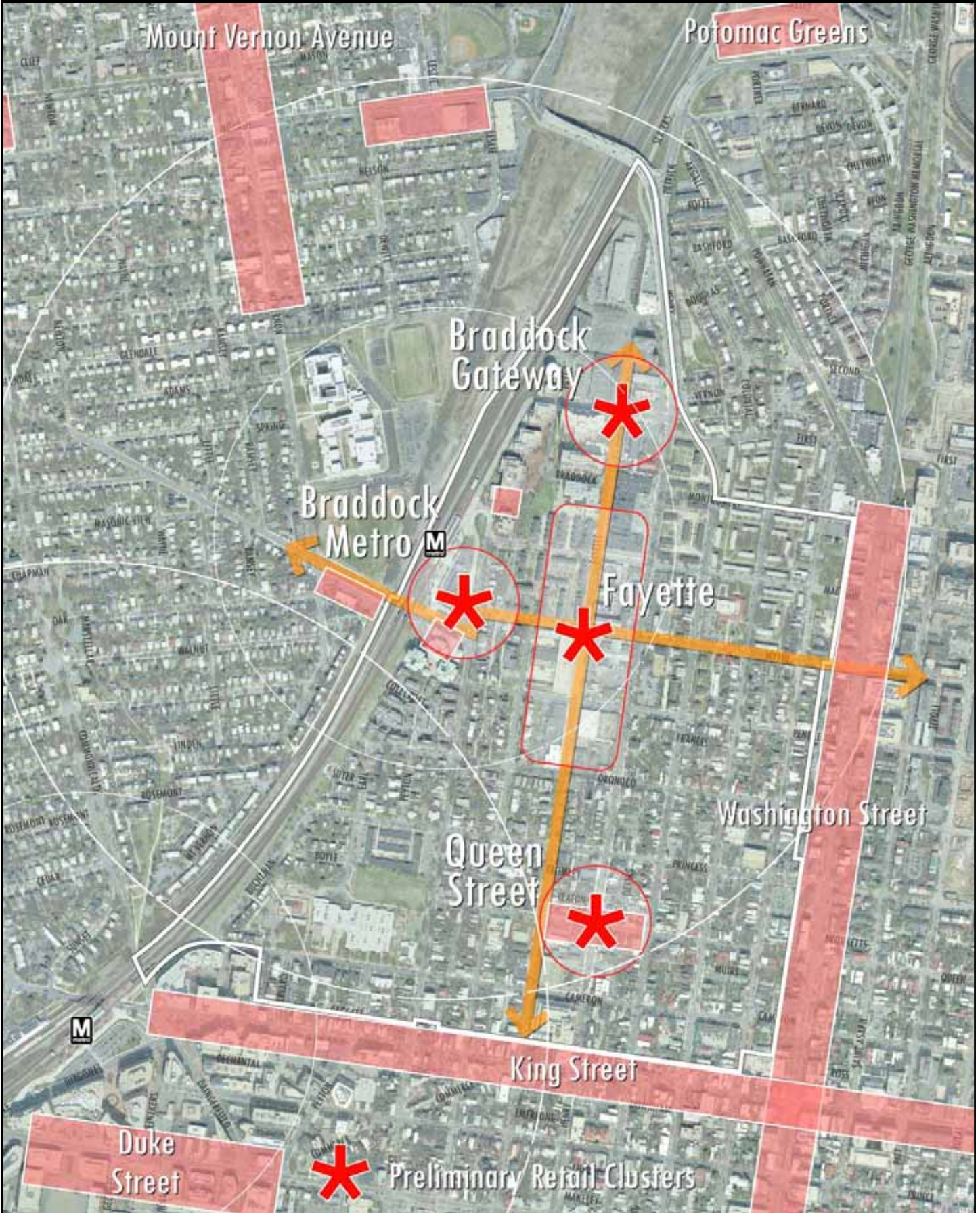
Framework Streets



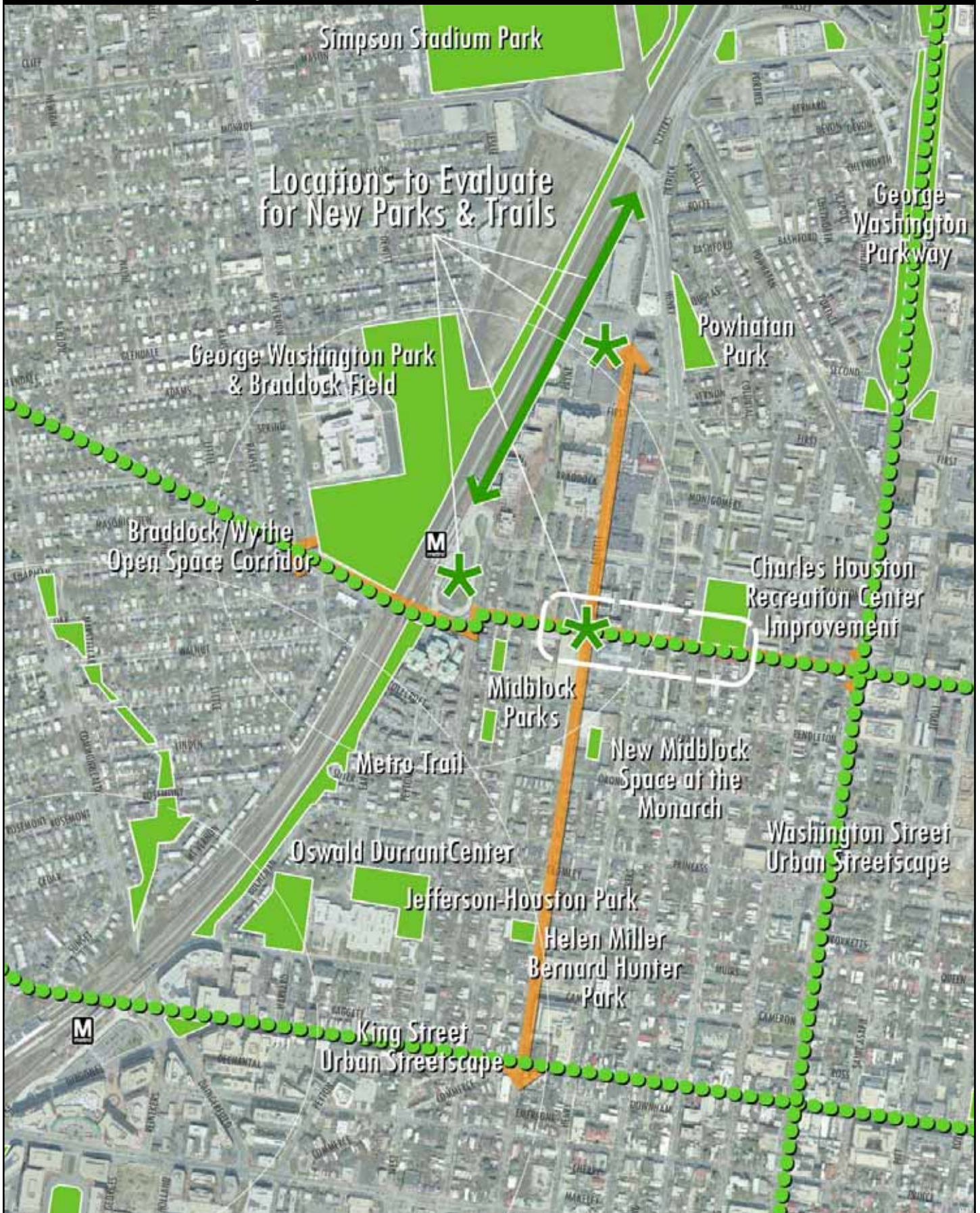
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Retail Clusters



Parks & Squares





PLAN CONCEPTS

basis for options

STUDIES ADDRESS

- Pattern of streets and blocks.
- Potential for new parks and squares.
- Location and scale of new buildings.
- Conservation of neighborhood fabric.
- Potential for additional retail.



PLAN CONCEPTS

basis for options

STUDIES ASSUME

- Land use and intensity under current plan and zoning is generally valid.
- Buildings follow urban pattern, with storefronts and residences defining public streets and spaces.
- Need for new public square as discernible center and gathering place.
- Parking on-street, mid-block, and underground.
- Retail concepts based on market analysis.



PLAN CONCEPTS

retail assessment

SUPPLY

Inventory of Existing Retail

DEMAND

Analysis of Retail Competition
Evaluation of Local Spending

CONCLUSION

Retail Development Potential for
Braddock Metro



PLAN CONCEPTS

retail assessment

RETAIL DEVELOPMENT POTENTIAL

- 40,000 - 57,000 square feet of Neighborhood Goods and Services
- 5,000 - 14,000 square feet of Food and Beverage Establishments
- 2,000 - 9,000 square feet of GAFO (Shoppers' Goods) Retail
- 47,000 - 80,000 square feet of retail development potential



PLAN CONCEPTS

retail assessment

FACTORS THAT INFLUENCE POTENTIAL

- Distribution of Spending to Support Viable Retail
- Impact of New Retail Development
- Growth of Resident and Worker Population



PLAN CONCEPTS

organized by place

Parker-Gray Neighborhood

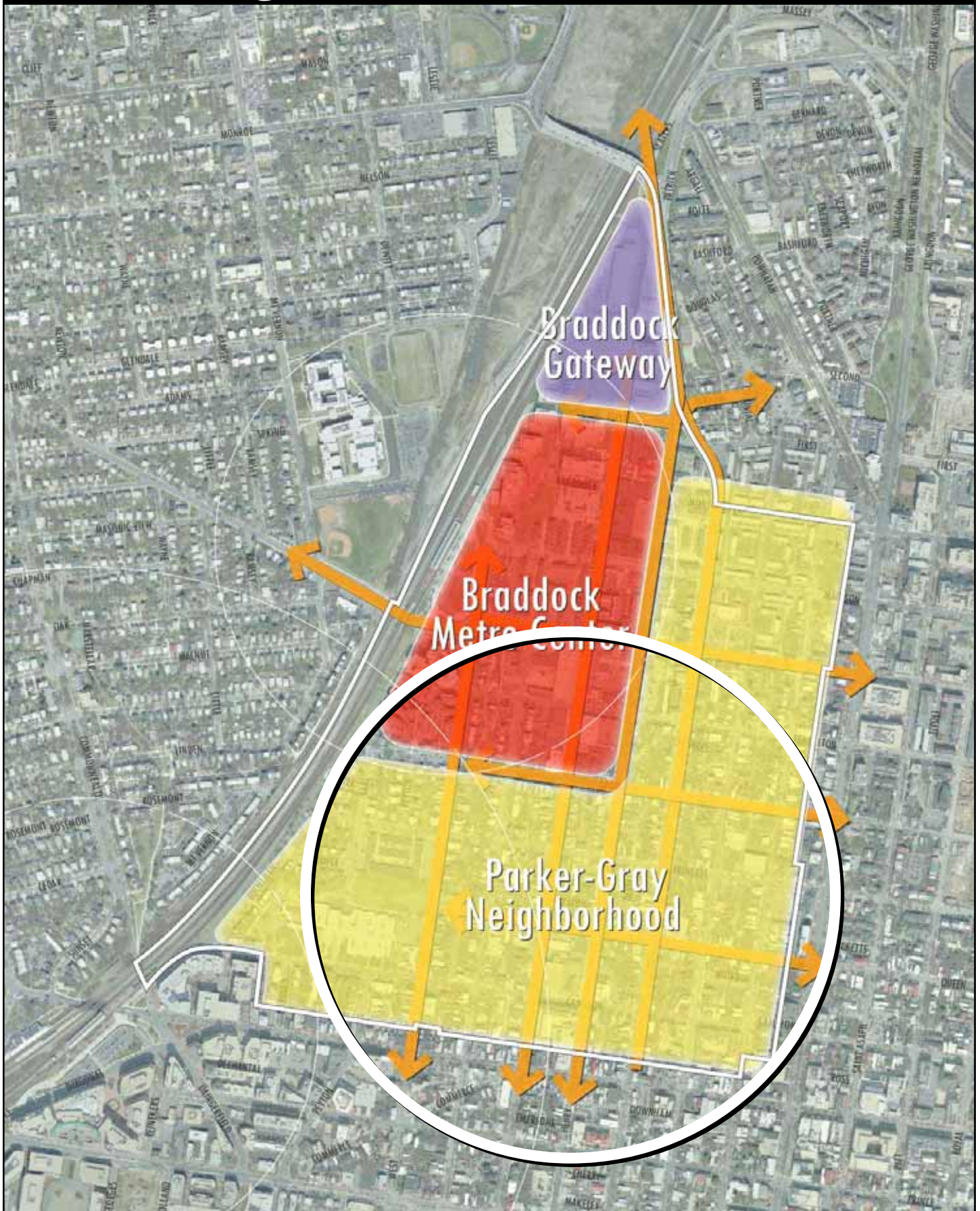
Braddock Gateway

Braddock Center

Urban Neighborhoods



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IDEAS FOR THE PLAN

Parker-Gray Neighborhood

Concept Conserve Existing
Neighborhood

Uses Residences & Small Shops

Intensity Low Density Maintained

Form Compatible Massing

Public Space Improve Existing Parks

Retail Reinforce Queen Street



PARKER-GRAY

Issues & Options

PG-1: Neighborhood Limits Defined

Plan assumes scale and use are maintained with focus on ensuring compatibility of additions and infill development.

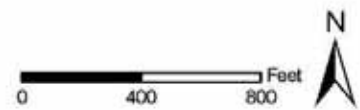
PG-2: R-B Shortcomings

Form-based guidelines would help ensure buildings under R-B fit with the neighborhood.



Legend	
Red	0.000 - 0.250
Orange	0.251 - 0.500
Light Orange	0.501 - 0.750
Yellow-Orange	0.751 - 1.000
Yellow	1.001 - 2.771

BRADDOCK ROAD METRO AREA
RESIDENTIAL DEVELOPMENT POTENTIAL
(RB ZONING)



Sites in yellow are either built-out or approaching build-out under existing zoning.



More Compatible

Existing zoning does not address issues of scale and compatibility.



Less Compatible



PARKER-GRAY

Issues & Options

PG-3: Housing Outside Historic District

Staff is assessing significance and integrity of older properties outside historic districts.

PG-4: Queen Street Retail District

Recommendations focus on providing assistance to existing businesses and improving public space.



PARKER-GRAY

Issues & Options

PG-5: Recreation Center Redevelopment



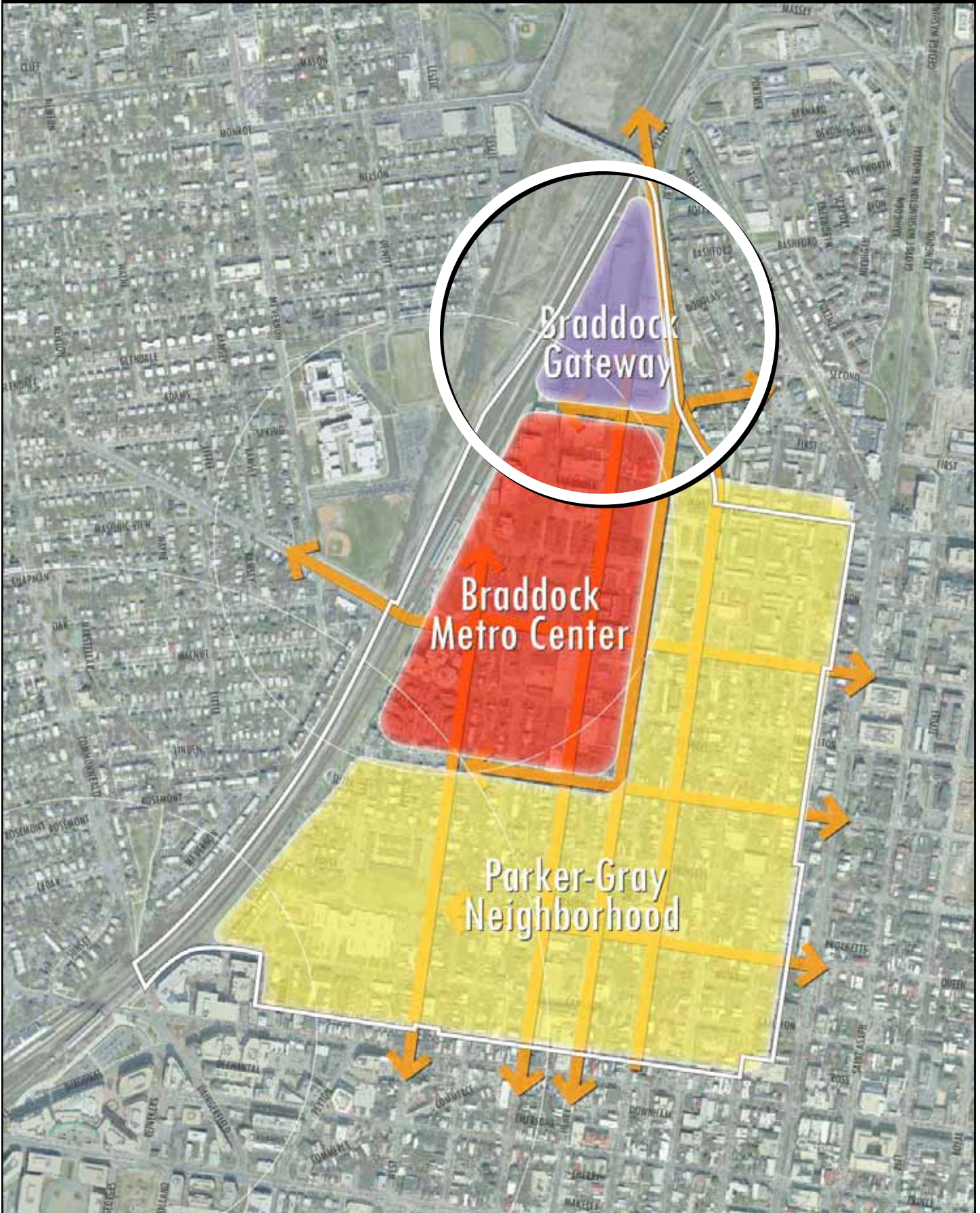
Design of new center should reinforce plan concepts for Wythe's development as an important civic street.

Potential exists for small urban green.

Urban Neighborhoods



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IDEAS FOR THE PLAN

Braddock Gateway

Concept New Urban Neighborhood

Uses Mixed Use with Residential Focus

Intensity Moderate

Form Mid-High Rise with Gateway Building

Public Space Neighborhood Squares with New Trail

Retail Small Retail Cluster

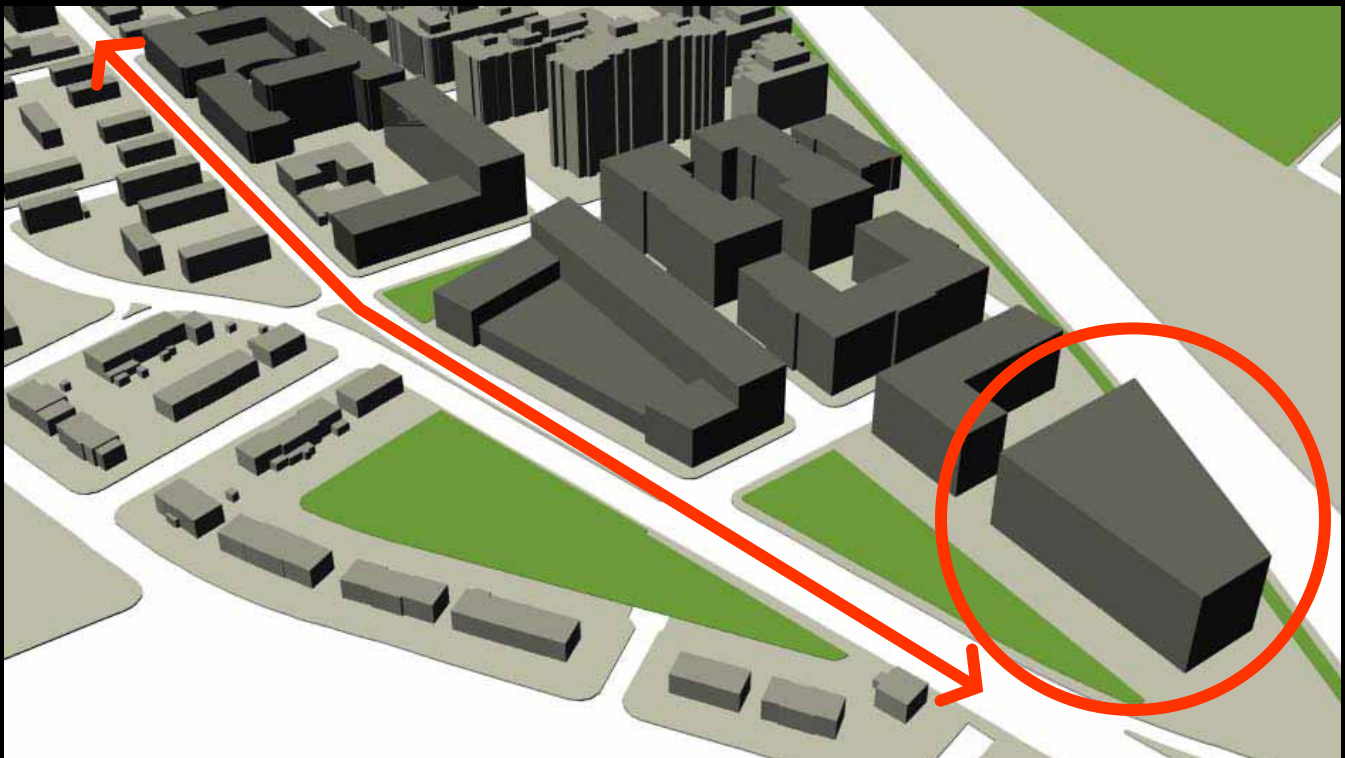


BRADDOCK GATEWAY

Issues & Options

BG-1: Height & Bldg Frontage Guidance

Lower Heights on Henry and Jefferson Davis with greater height permitted at the gateway site.





BRADDOCK GATEWAY

Issues & Options

BG-2: Retail Potential

Promote a small shop or shops at the corner of 1st and Fayette.





BRADDOCK GATEWAY

Issues & Options

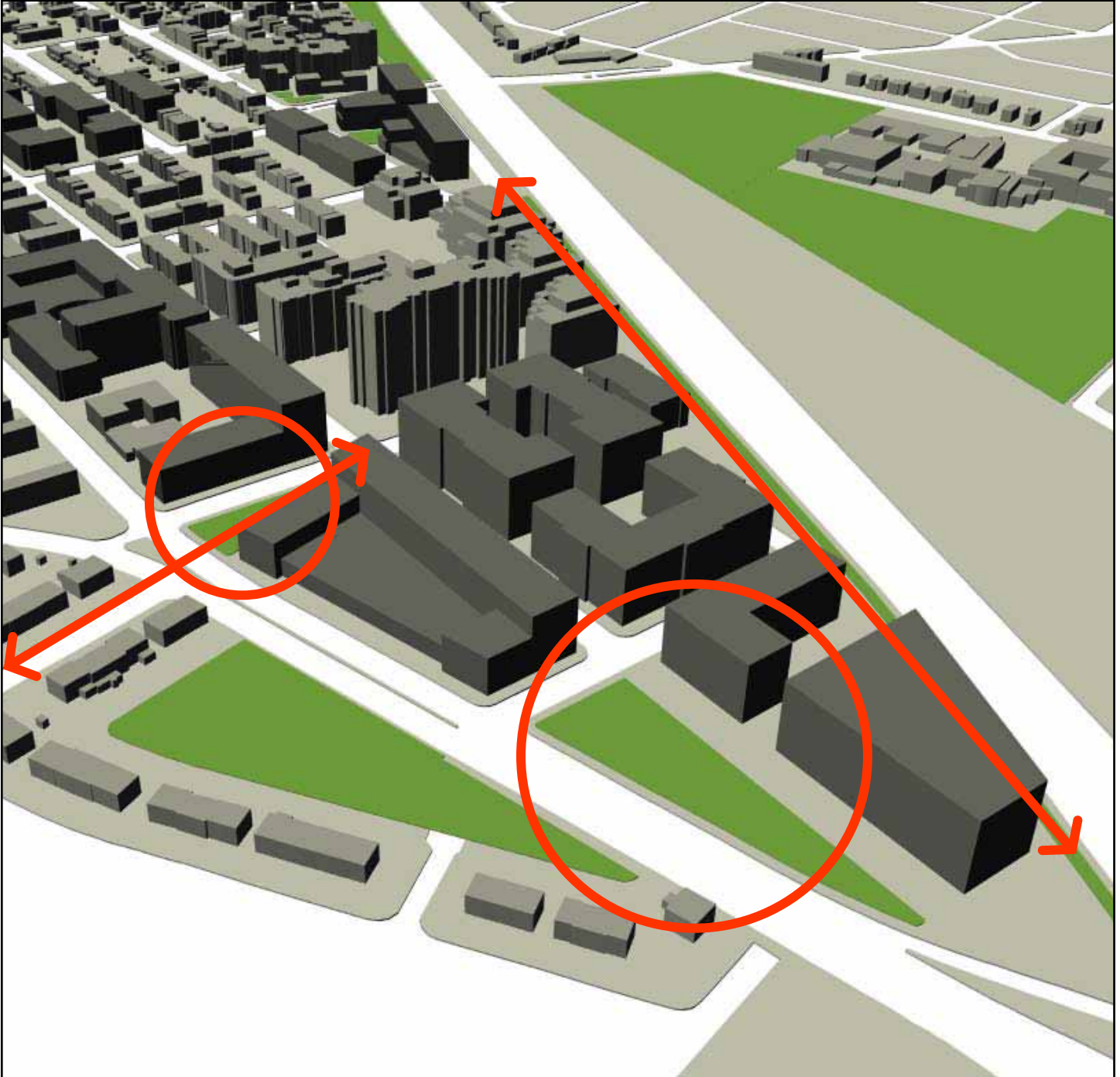
BG-3: Additional Public Space

A new square is recommended at the intersection of Fayette and First.

A new trail connection is proposed along Metro.

A new green is recommended at the north end of Fayette.

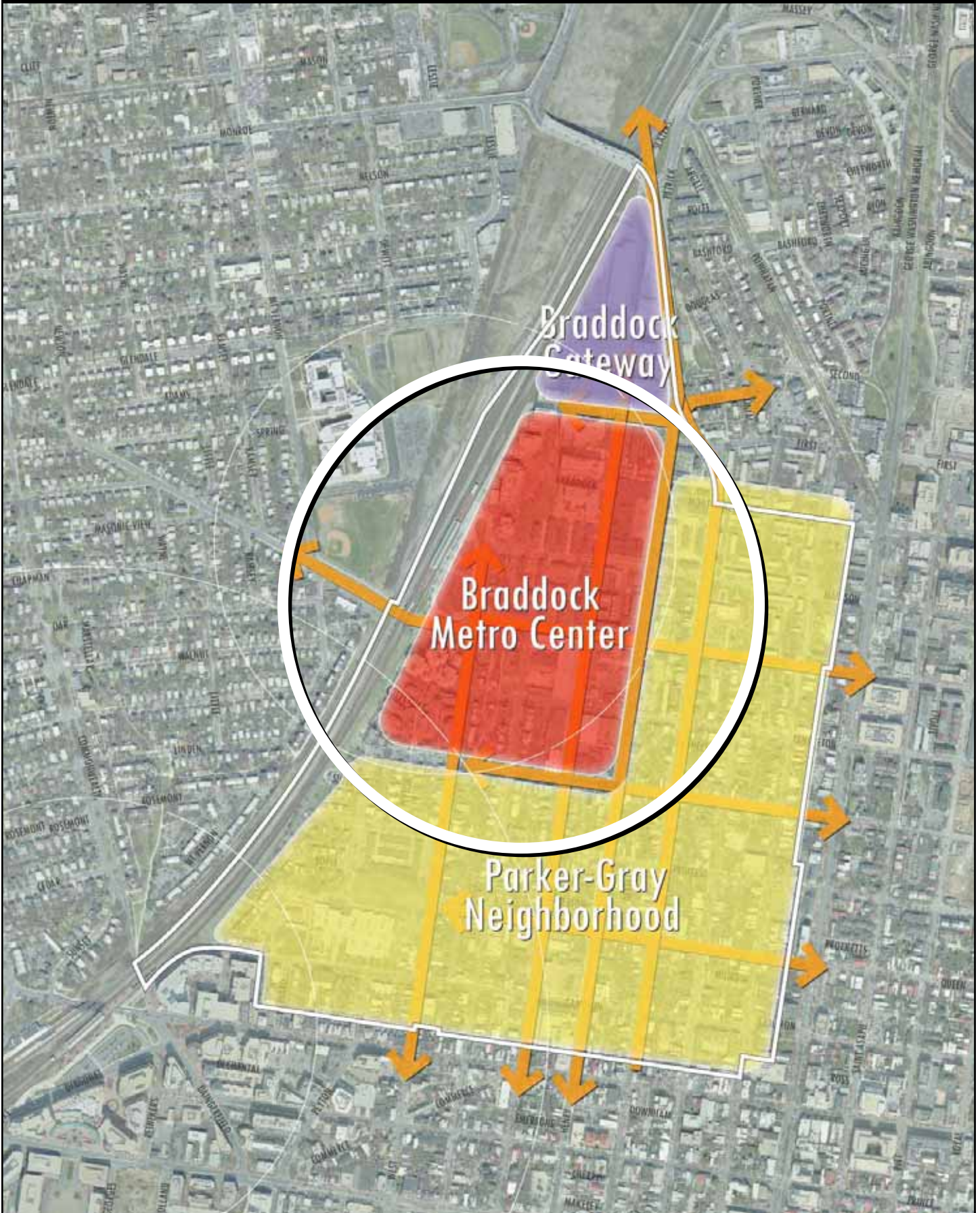
Conservation of views to the Washington Monument is recommended.



Urban Neighborhoods



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IDEAS FOR THE PLAN

Braddock Center

Concept Leverage Metro Presence

Uses Mixed Office,
Residential, & Retail

Intensity Moderate-High

Form Heights Transition from
Existing Development

Public Space Space at Metro with
New Trail

Retail Small Cluster at Braddock
& West; Nhd Retail Center
at Fayette

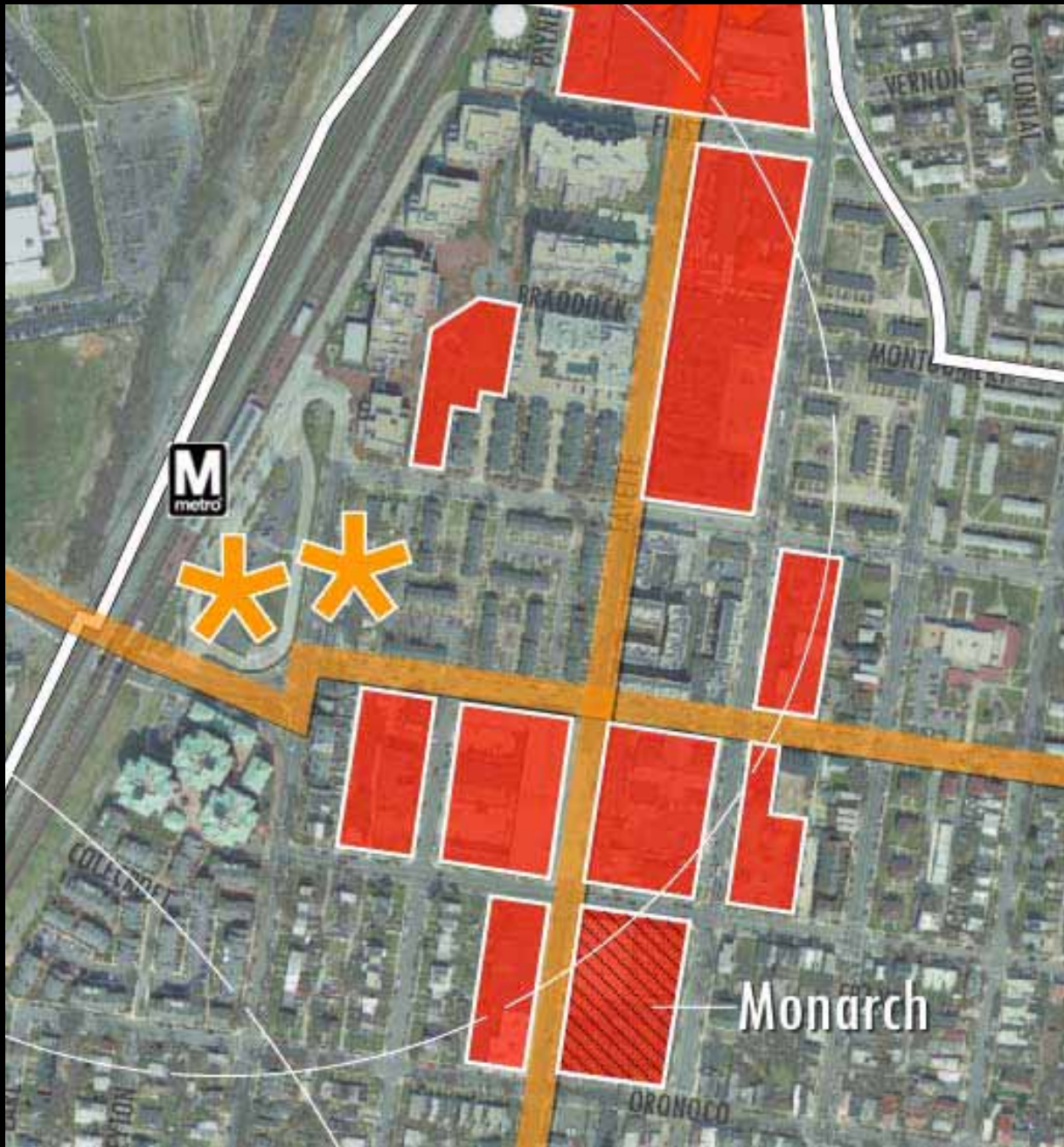


BRADDOCK CENTER

Issues & Options

BC-1: Clarity re Conservation and Development Potential Required

Plan recommendations should focus most directly on the future of sites with development potential and ensure development on these sites “fits” with surrounding blocks and buildings.



Sites in red have been identified as having development potential under existing zoning.

Development potential of Metro station site and frontage along West north of Wythe requires further evaluation.



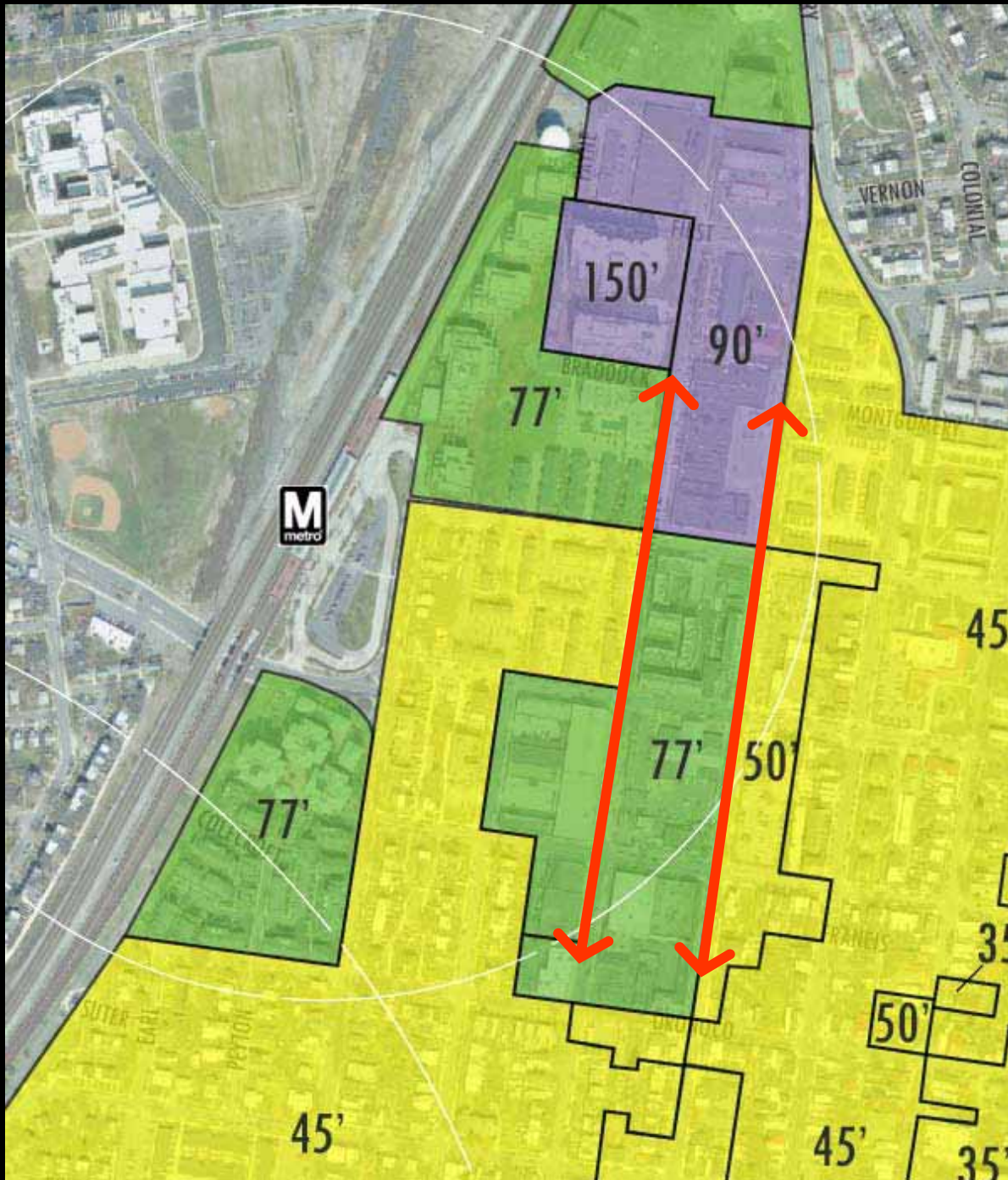
BRADDOCK CENTER

Issues & Options

BC-2: Current Height Limits

Current height limits don't provide for sufficient transitions in scale between development and conservation sites nor do they promote the creation of evenly defined street.

Heights should be balanced across most streets and reduced along Henry and adjacent to conservation sites.



Under existing zoning, different heights are allowed across many streets.



Heights reduced along Henry and adjacent to residential uses.
Additional heights are permitted at Metro and across West Street.

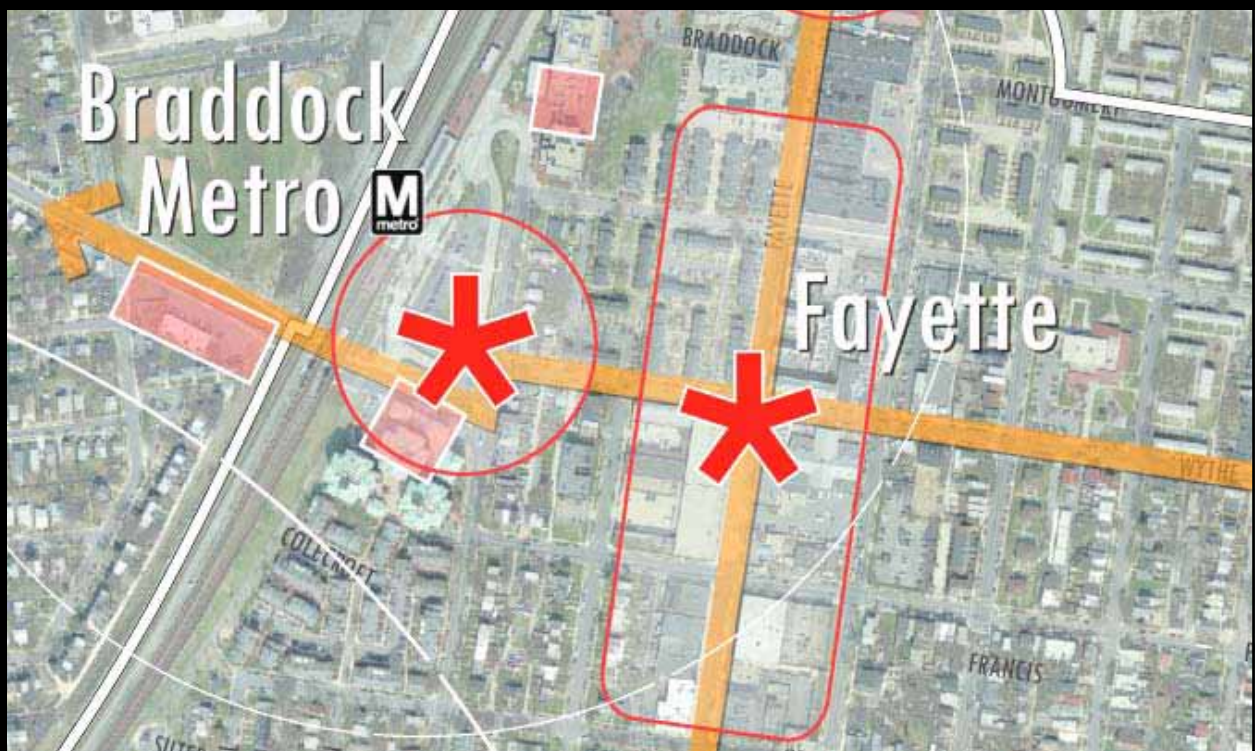


BRADDOCK CENTER

Issues & Options

BC-3: Retail Guidance

Plan to indicate required and preferred retail frontages focused around the Metro Station and along Fayette Street.





BRADDOCK CENTER

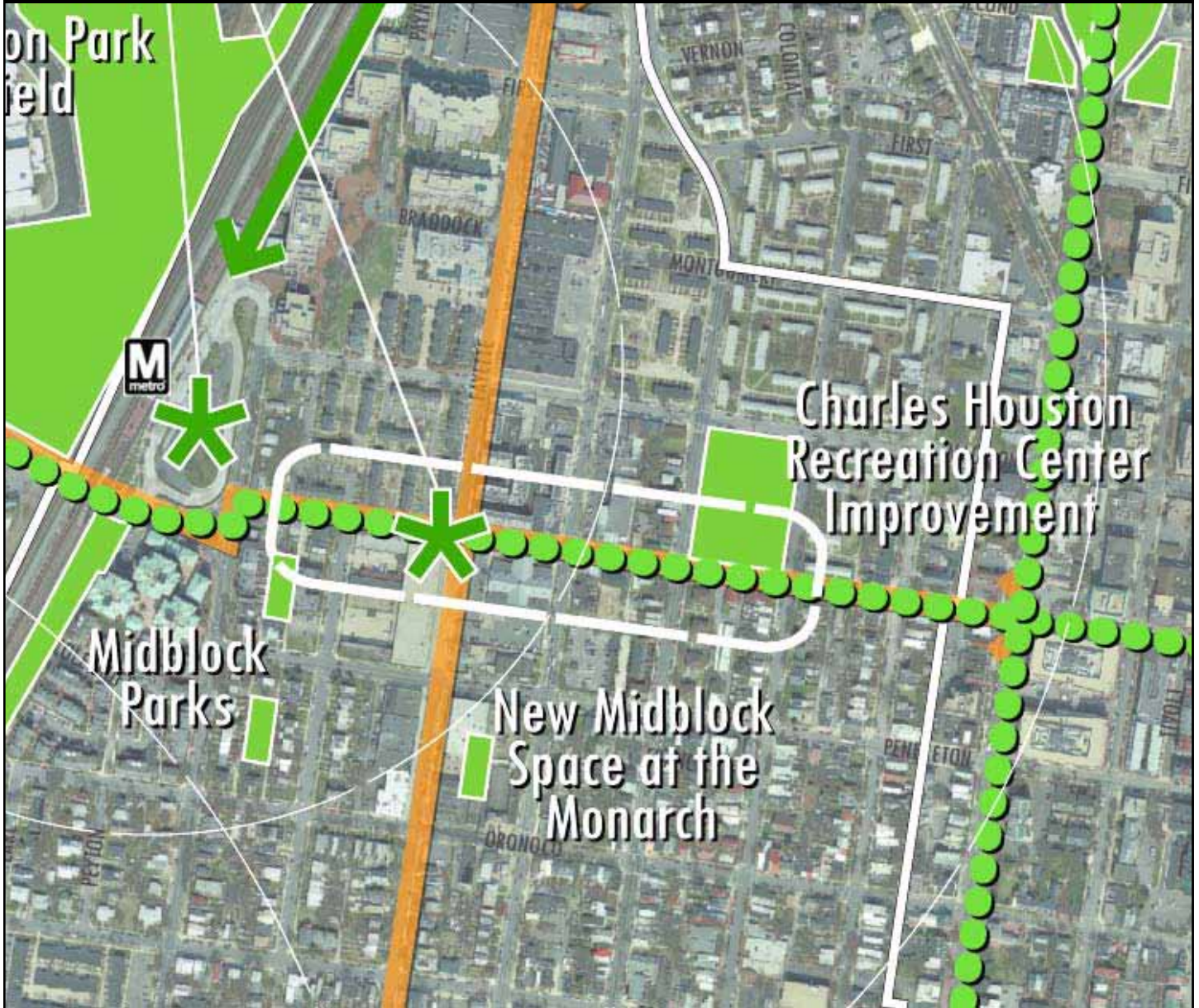
Issues & Options

BC-4: Additional Open Space

A new trail connection will link the Metro Station to the Gateway and beyond.

Options for the creation of a new public square at Metro Station are under evaluation.

Sites along Wythe are favored for the creation of new pocket parks.





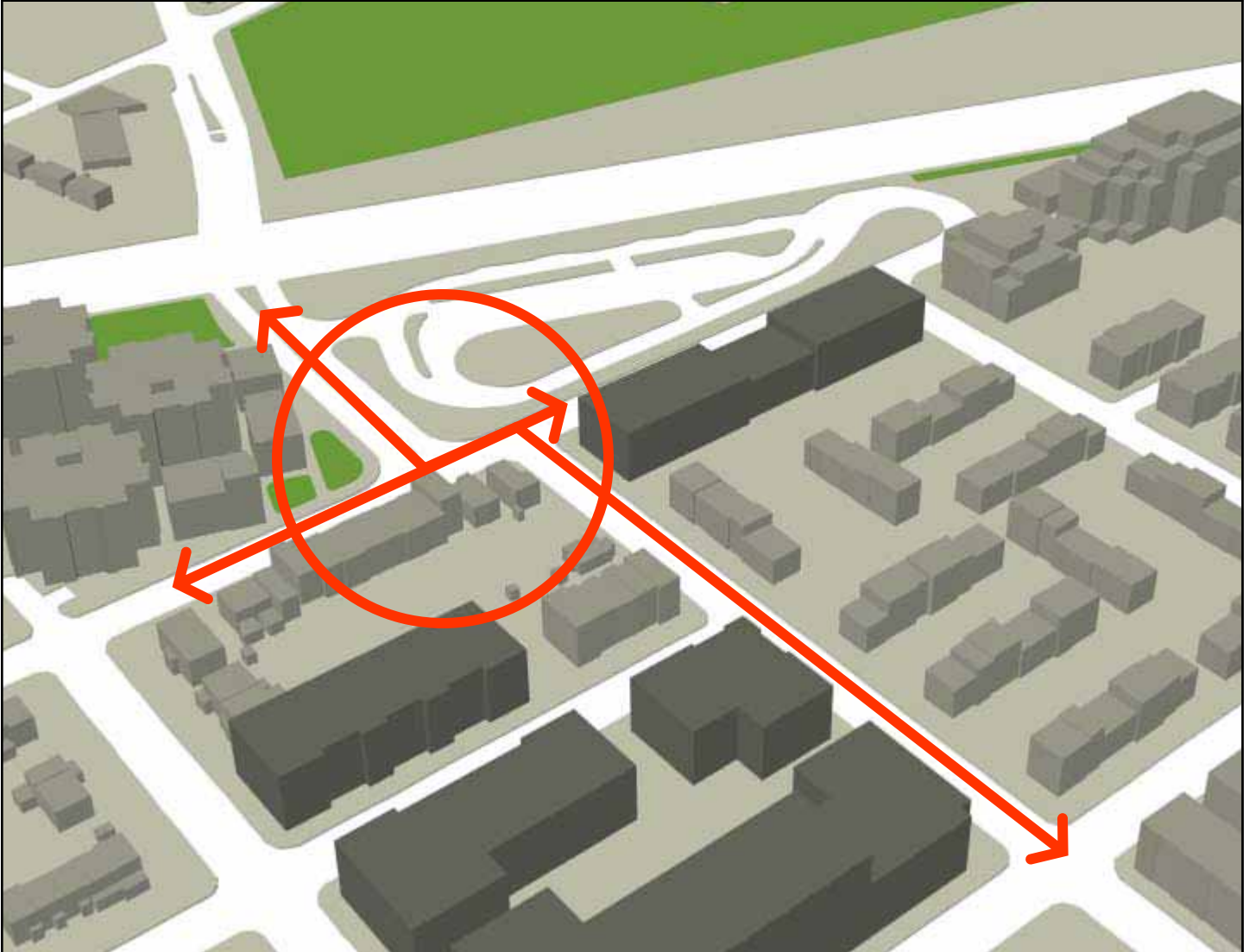
BRADDOCK CENTER

Issues & Options

BC-5: Metro Station Site Options

Options designed to address community interest in improved public access to Metro, new public spaces, transit-oriented development, and additional retail offerings.

Each option shows 8-10 bus bays on site, kiss-and-ride on or off site, closed bus alley, and realignment of Braddock-Wythe intersection.



Option A

Pedestrian and circulation improvements at Metro including the realignment of Braddock and Wythe Street. Several alternatives for the realignment under study.

Option shows development on block frontage west of station but the proposed improvements not linked directly to a particular development strategy.



Option B

**Redesigned bus bays to provide space for large public square.
Kiss-and-Ride relocated to West Street.**

Option assumes development of block frontage west of station.



Option C

New residential square provides centrally located space.

Development on Metro provides new square and retail opportunities.

Option requires redevelopment of block west of Metro Station.



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Q&A



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Questions?

For additional information concerning the Braddock Road Metro Small Area Planning Study, please contact:

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Additional information may be found on the City web site at www.alexandriava.gov/planningandzoning.com