



Braddock Road Metro Small Area Plan
DESIGN WORKSHOP

Opening Presentation

June 20, 2005



Agenda

CITY VISIONS

Planning for Livable Places

CRAFTING THE PLAN

Project Scope

Schedule & Team

Workshop Format

OBSERVATIONS & EARLY IDEAS

Focusing the Planning Effort

WORK SESSIONS

Community Visions & Ideas

NEXT STEPS



CITY VISIONS

Council Vision & P&Z Actions

Council Vision Statement

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

Department of Planning & Zoning 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 VISIONS

Council Vision & P&Z Actions

Key Elements of Council's 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 VISIONS

Council Vision & P&Z Actions

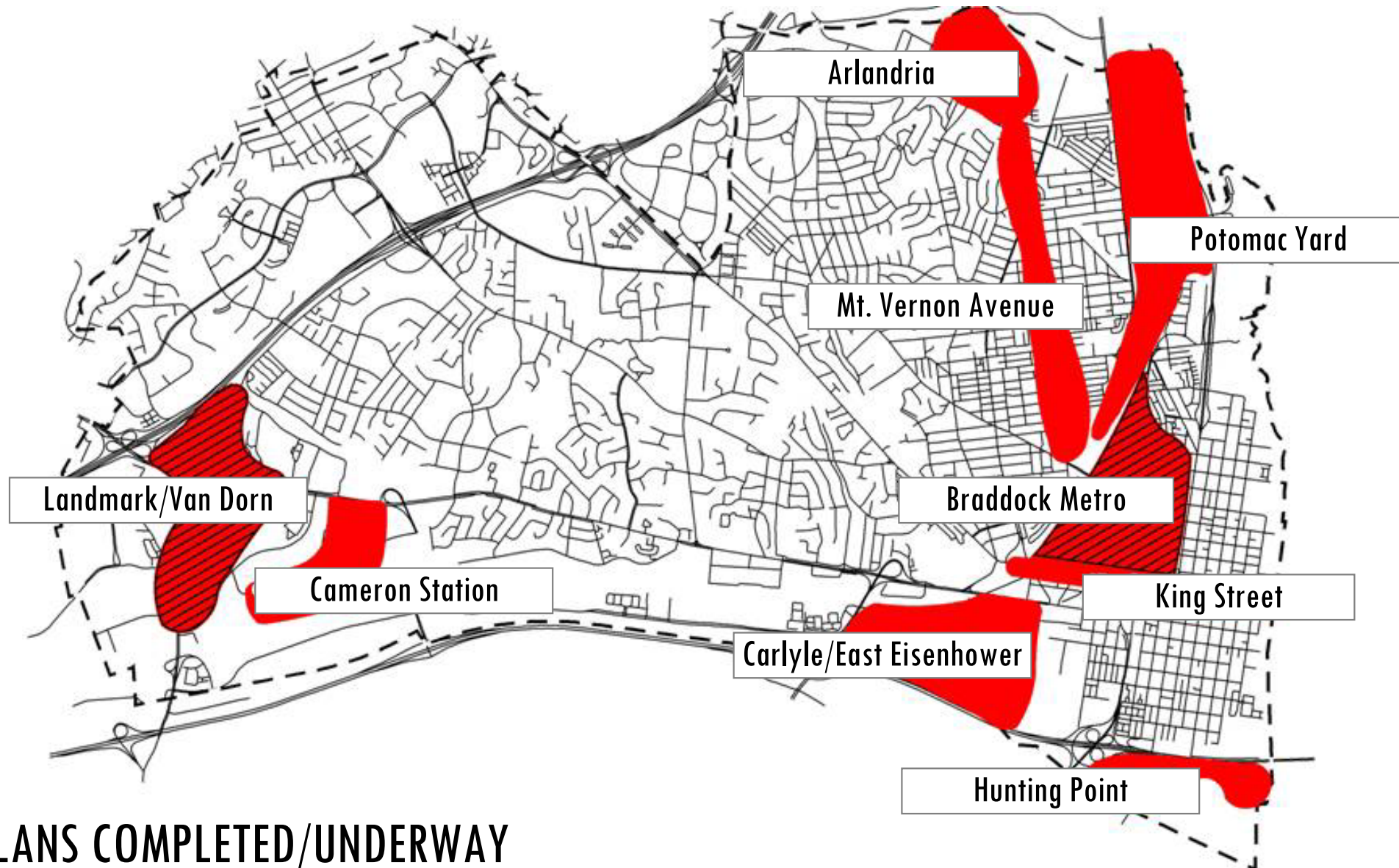
We Shape the Future by...

- *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*



CITY VISIONS

Council Vision & P&Z Actions



PLANS COMPLETED/UNDERWAY



CITY VISIONS

Council Vision & P&Z Actions

Transit Oriented Development

“Ensure that the Design of Future Development is Pedestrian Friendly and Mass Transit Friendly”

Creating & Preserving Neighborhoods

“Ensure that New Development and Redevelopment Enhances the Vitality of Our Neighborhoods and Creates their Own Sense of Place”

Urban Villages & Mixed Use Centers

“Urban Villages are integrated with nearby neighborhoods, maintaining Alexandria’s diverse character and charm”



CITY VISIONS

Council Vision & P&Z Actions

PLANNING ACHIEVEMENTS

- *Extensive community involvement to identify a common vision.*
- *Plans in place for significant areas of the City.*
- *Plans translate into guidelines and standards for development.*
- *Broad community involvement through development review.*
- *Significant increase in quality of development.*

New applications from quality developers seeking opportunities in planned areas—a quality community



CITY VISIONS

Council Vision & P&Z Actions

QUALITY NEW PROJECTS — Mixed-Use



Ground Floor Retail
Mixed Use
Underground Parking

Hennage-The Monarch



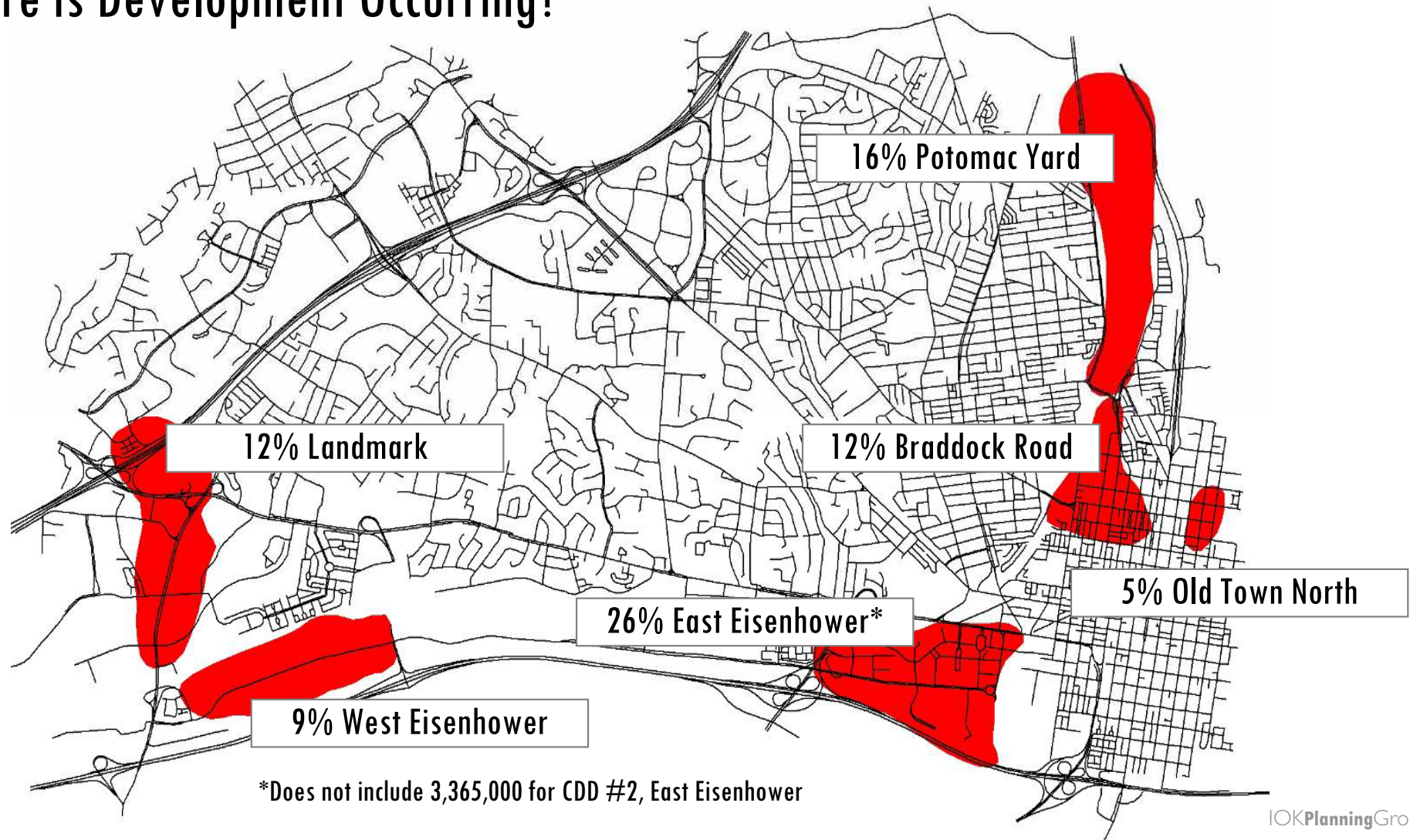
1500 King Street



CITY VISIONS

Council Vision & P&Z Actions

Where is Development Occurring?



*Does not include 3,365,000 for CDD #2, East Eisenhower



DEVELOPMENT ACTIVITY 2001-2005

Conceptual - Preliminary Site Plans in Process

	Fiscal Year (units/sq. ft.)				
	2001	2002	2003	2004	2005 *
Rental	261	550	708	251	500,000 (500 units)
Ownership	189	137	910	690	4,800,000 (4,800 units)
Retail	0	9,800	82,600	4,400	1,500,000
Office	493,500	389,600	396,900	1,742,100	3,200,000
Hotel	87,800	0	293,300	0	100,000
Institutional	121,600	339,100	13,800	555,300	70,000
Total	1,152,900	1,425,500	2,403,40	3,242,800	10,170,000
CDD #2					4,365,000
Total including CDD #2					14,535,000

* in review process

Development Activity	2001	2002	2003	2004	2005 *
Planning Commission Docket Items Processed	61	55	60	65	75
Master Plan Amendments and Rezoning	8	17	16	9	3
Final Site Plans	76	65	75	80	95

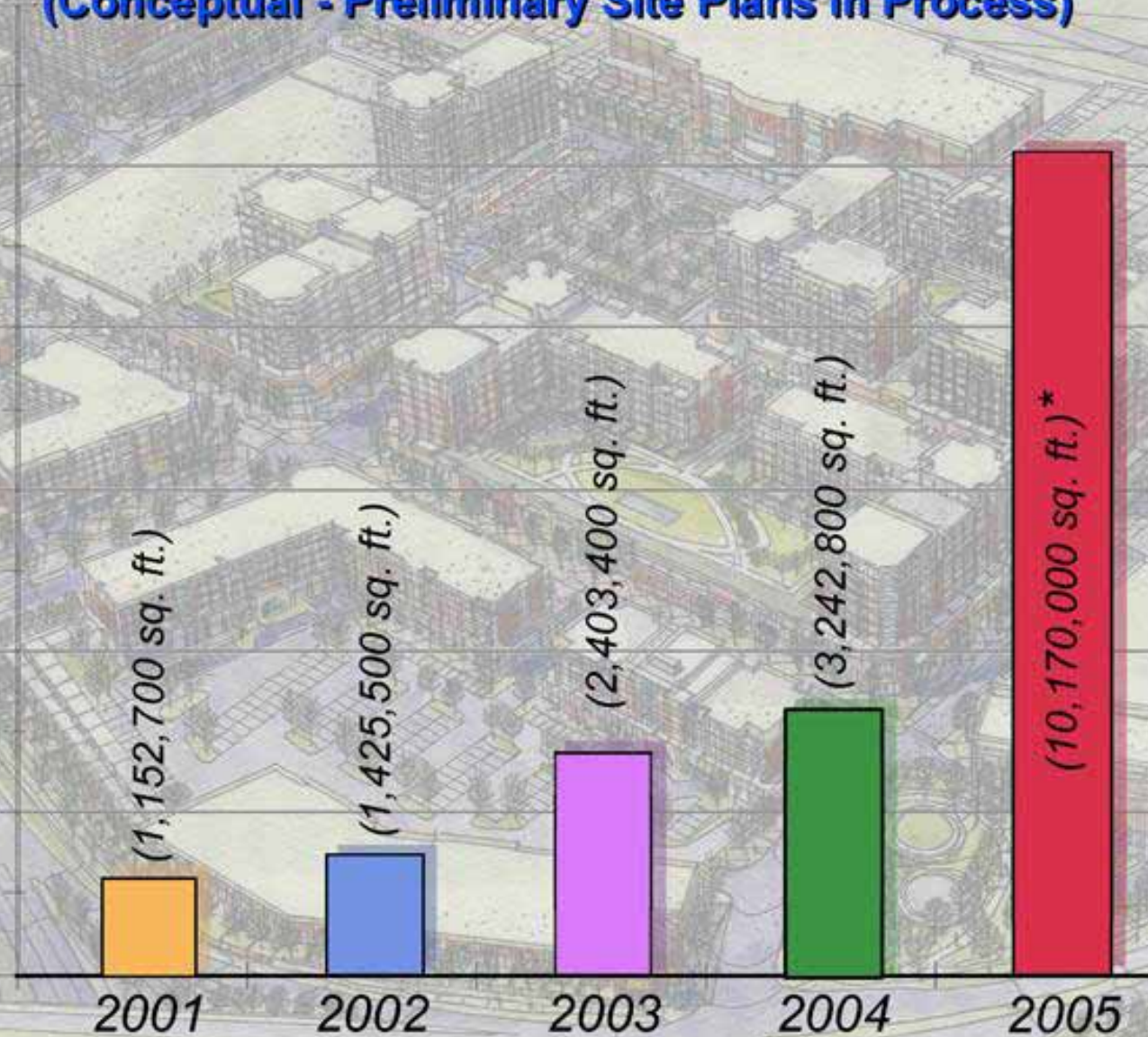
* Projected





Development Activity

(Conceptual - Preliminary Site Plans in Process)



*Note: Does not include 4,365,000 sq. ft. for CDD #2



CITY VISIONS

Council Vision & P&Z Actions

Opportunities/Choices

- *The City has developed a reputation for quality.*
- *New development should be consistent with the Plans and City Council Vision.*
- *The Community should have the opportunity of voicing their opinions on new development.*
- *Development should provide public benefit by enhancing and contributing to the character of the city.*



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CRAFTING THE PLAN

project scope



Updating the '92 Plan

Addressing...

Nhd Livability

Urban Form & Design

Use Mix & Intensity

Access & Mobility

Public Space

Resulting in...

Refined Vision

Policies & Strategies

Action Plan

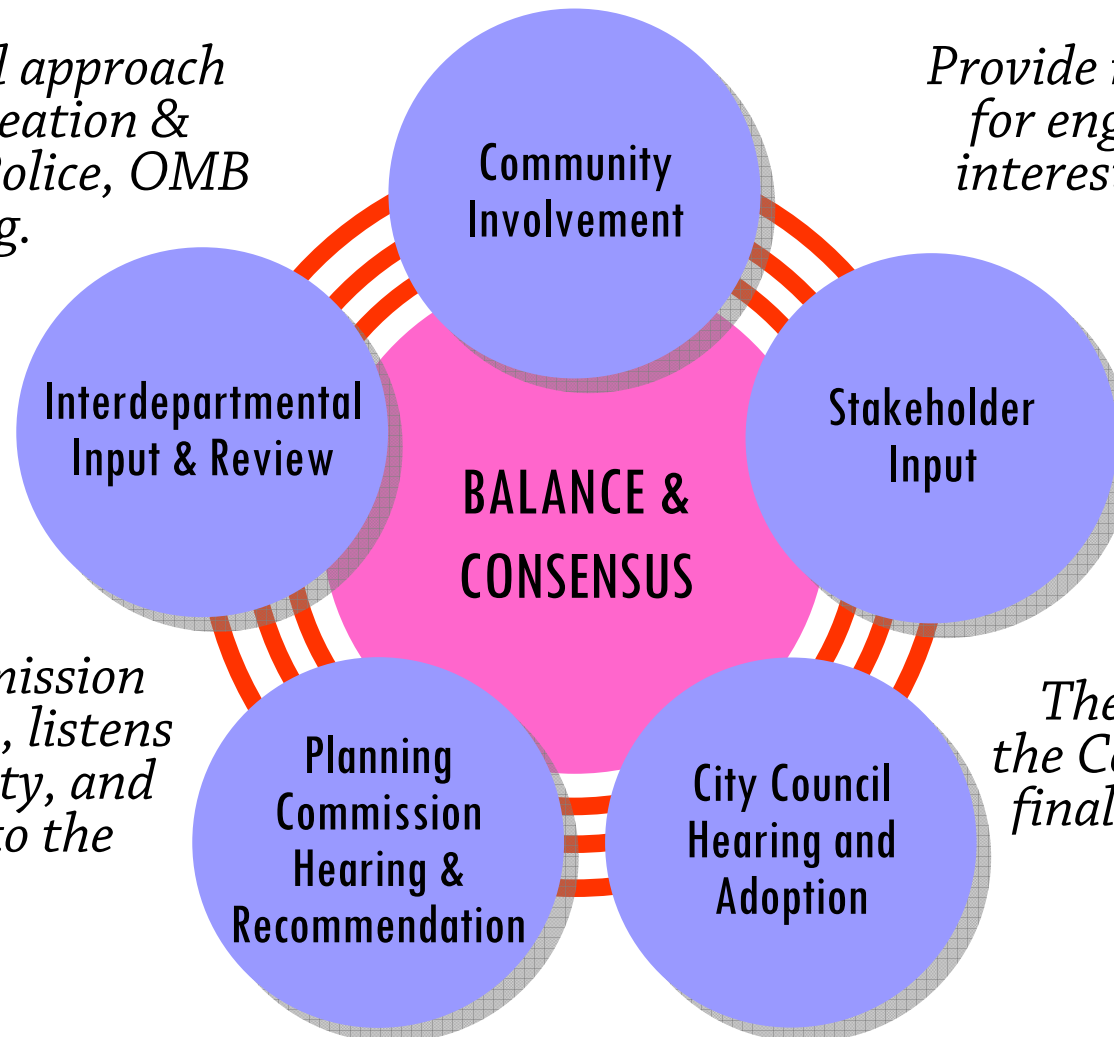


CRAFTING THE PLAN

planning approach

Interdepartmental approach with T&ES, Recreation & Parks, Code, Fire, Police, OMB & Housing.

Provide multiple opportunity for engagement. Balance interests and work toward consensus.



Planning Commission reviews the Plan, listens to the community, and recommends to the Council.

The Council listens to the Community and takes final action on the Plan.



CRAFTING THE PLAN

schedule

SUMMER 2005

Initial Public Workshop

Conditions Assessments - Use, Form, Market, Transportation, etc.

Ideas Workshop

Stakeholder Meetings

FALL 2005

Plan Concepts & Alternatives Prepared

Stakeholder Roundtables

WINTER 2006

Preliminary Plan Presentation

Plan Review Workshops

Plan Refinement & Adoption



CRAFTING THE PLAN *workshop format*

LISTENING SESSIONS > ISSUE CLARIFICATION > SKETCH PLANNING



Monday	Learning about Issues & Ideas
Tuesday	Studying Ideas & Open Studio
Wednesday	Sketch Planning
Thursday	Closing Workshop



CRAFTING THE PLAN

planning team



THE HOK PLANNING GROUP

Steve Schukraft
Colin Greene
David Robbins
Abbey Roberson
Megan Holder

HALL PLANNING & ENGINEERING, INC.

Rick Hall
DeWayne Carver

RETAIL COMPASS

Heather Arnold



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OBSERVATIONS & EARLY IDEAS

focusing the planning effort

Context & Study Area

Neighborhood Livability

Use Mix & Intensity

Urban Form & Architecture

Access & Mobility

Public Spaces



Context & Study Area

POLICY CONTEXT

Council Visions & Planning Themes

- Transit-Oriented Development
- Creating & Preserving Neighborhoods
- Urban Villages & Mixed Use Centers

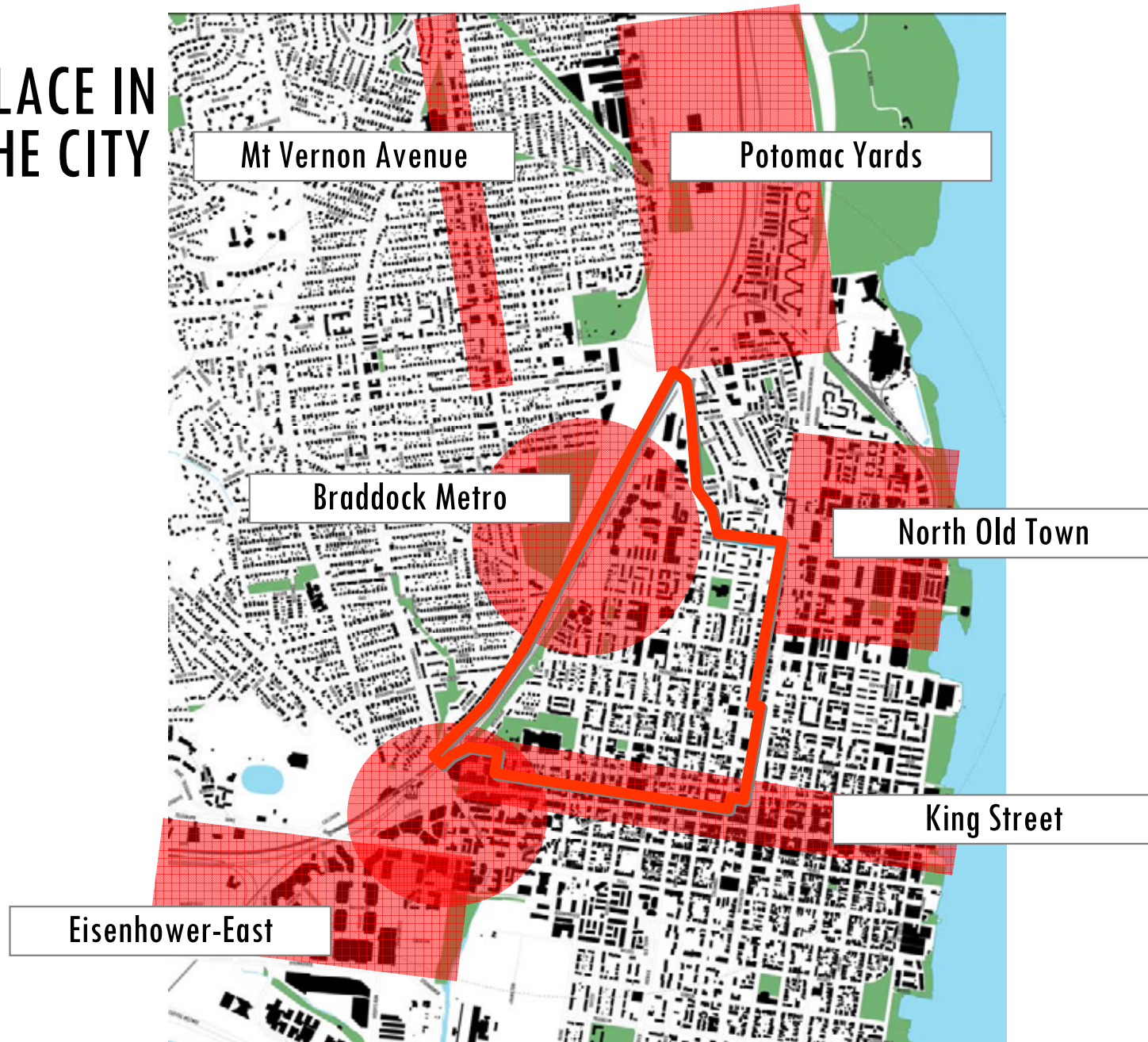
1992 Small Area Plan

- Strengthen the residential areas by retaining the existing residential zoning
- Ensure height and density transitions between established low scale residential areas and more intense development
- Provide for mixed use zoning to promote 16/7 activity
- Improve east-west vehicular and pedestrian connections and access to Metro Station



Context & Study Area

PLACE IN THE CITY





Context & Study Area

STUDY AREA





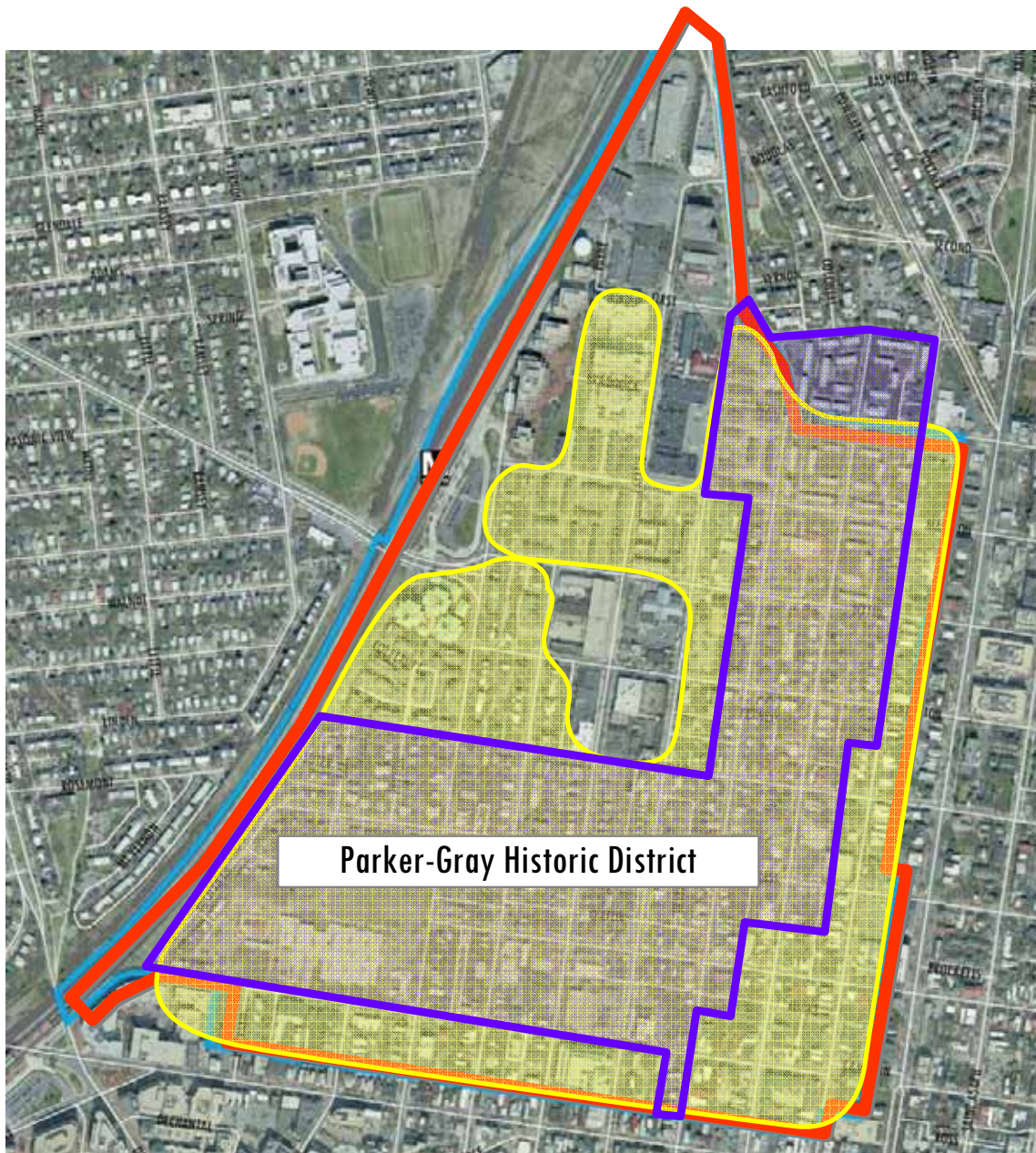
Context & Study Area

DEVELOPMENT POTENTIAL





Neighborhood Livability



CONTEXT

Diverse Housing Stock

Historic Townhouses

Early to Mid Century Townhouses,
Apartments, & Public Housing

Late Century Condos & Lofts

Significant Recent Investment

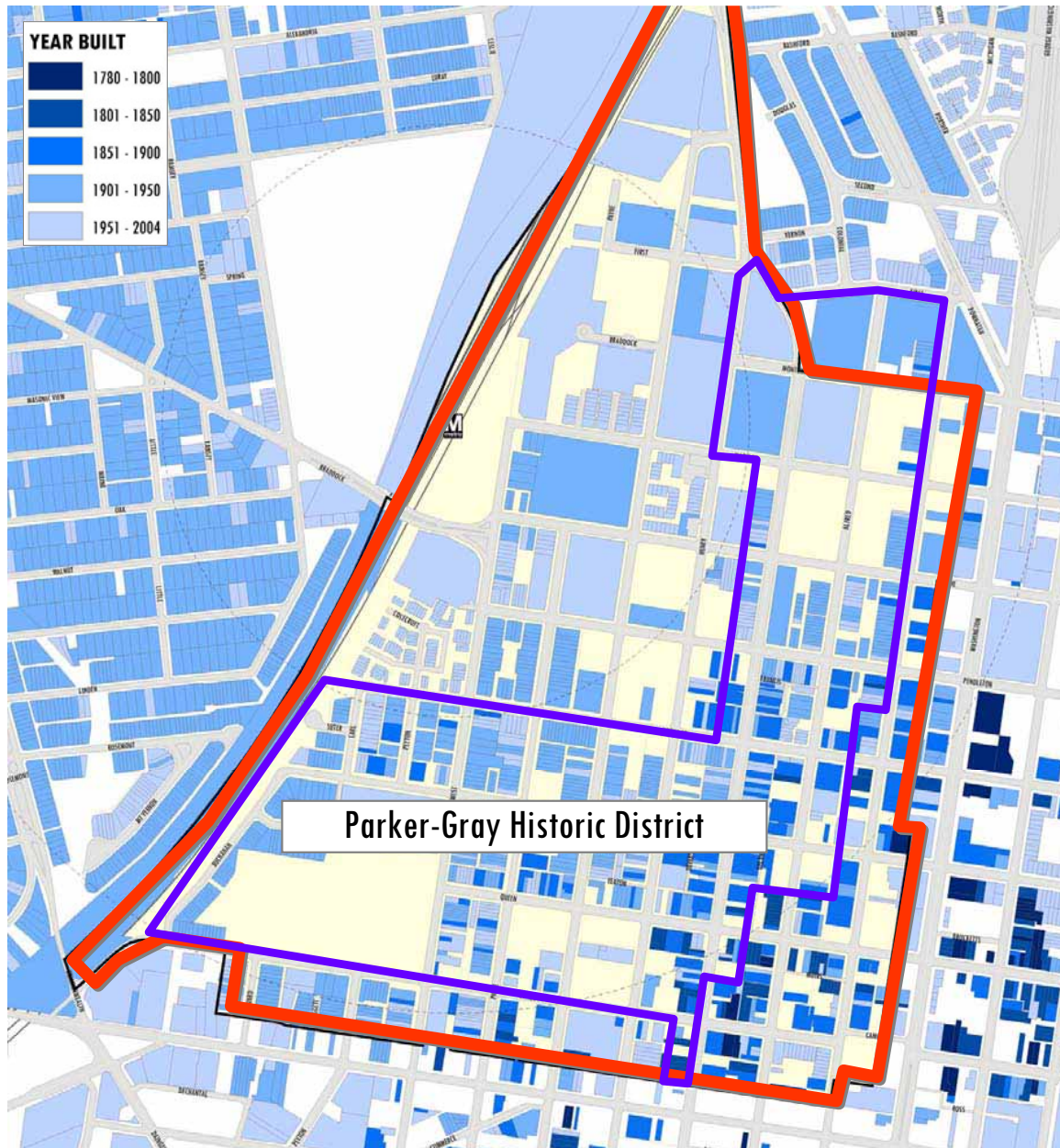
Rehabilitation

New Construction

Proposed Projects



Neighborhood Livability



CONTEXT

Diverse Housing Stock

Historic Townhouses

Early to Mid Century Townhouses,
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Neighborhood Livability

QUESTIONS

Quality of Infill & Renovations

Obsolescence of Stock

Future of Public Housing

Affordability

Buffers & Transitions

Public Safety

Traffic & Parking





Neighborhood Livability

EARLY IDEAS



Reinforce Edges
Define Transitions
Promote Preservation
Guide Infill & New Construction
Celebrate History & Heritage



Urban Form & Design

CONTEXT



Block & Street Patterns, Street Wall Definition, & Block Permeability



Urban Form & Design



QUESTIONS

Form of Development

Location

Height & Bulk

Transitions

Design Quality

Composition

Details & Materials

“Fit” with the Community

Sustainability



Urban Form & Design

EARLY IDEAS

BUILDING
BASE DEFINES
STREETSPACE

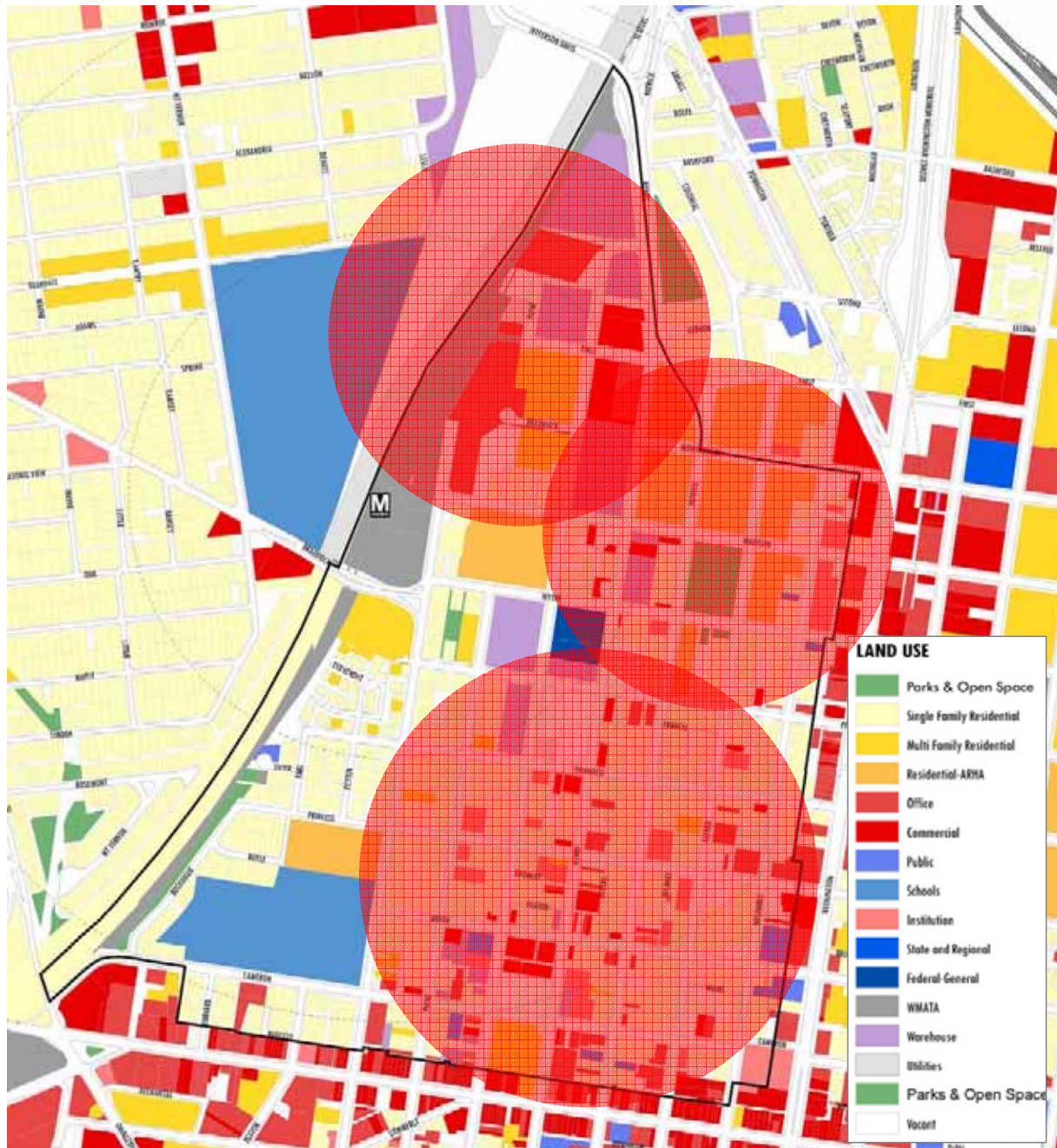
MULTIPLE ENTRIES
OPEN DIRECTLY
ONTO SIDEWALK



Define Streets & Blocks
Establish Build-to-Lines
Define Frontage Types
Specify Massing



Use Mix & Intensity



CONTEXT

Evolving Mix of Uses
Historic Neighborhoods
Auto/Train Oriented Uses
Emerging TOD



Use Mix & Intensity

QUESTIONS

Desire for a Better Balance

Neighborhood-Serving Retail
Personal & Professional Services



Concerns about Future

Scale of Uses
Places for Small & Local Businesses
Activating Streetscapes

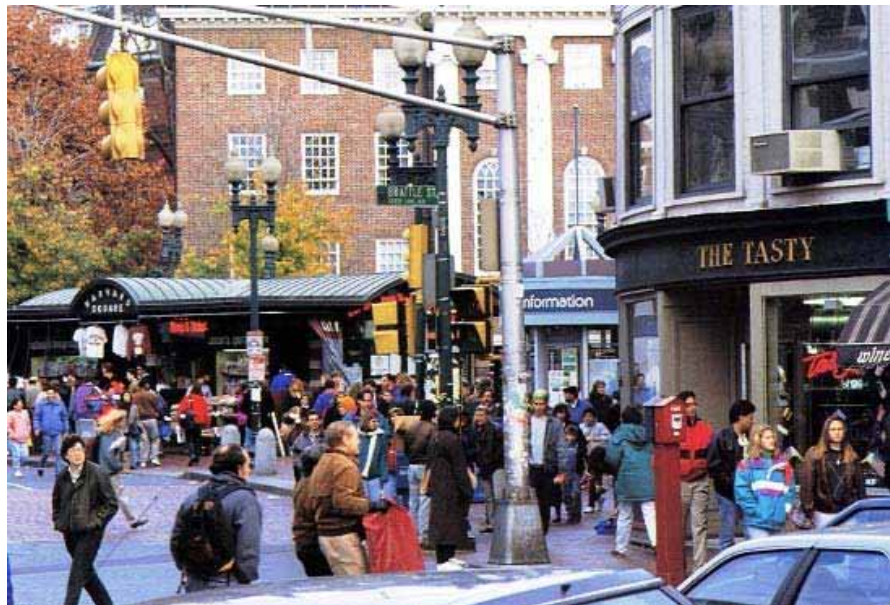




Use Mix & Intensity

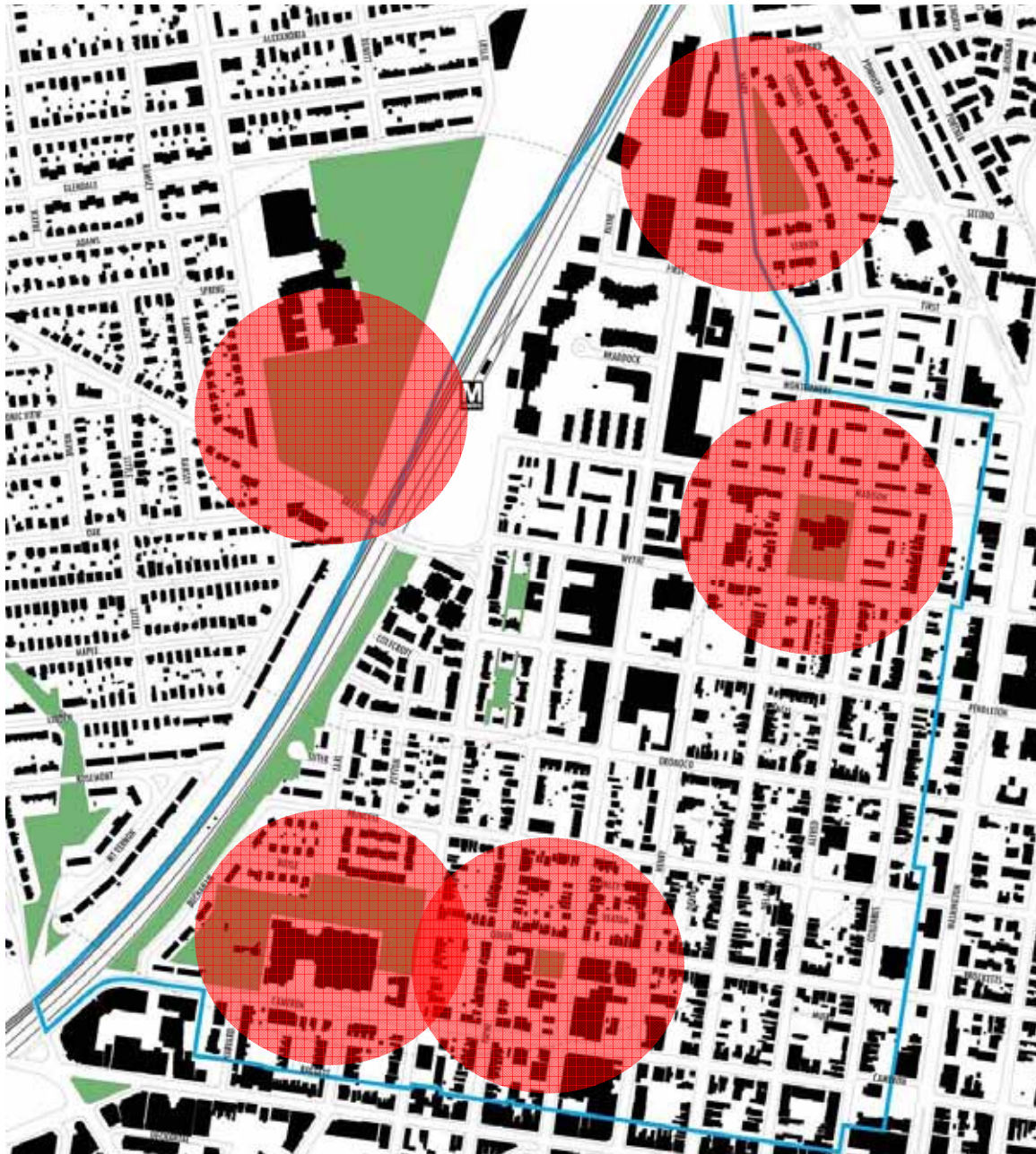
EARLY IDEAS

Focus Intensity at Metro
Match Desires to Market Potentials
Identify Promising Retail Locations
Offer Incentives for TOD & Diversity





Public Spaces



CONTEXT & QUESTIONS

Minimal Public Space Available

Rights-of-Way Unevenly Tended

Large-Scale Rec. but few Squares or Pocket Parks

Planned Investment Represents Unique Opportunities



Public Spaces

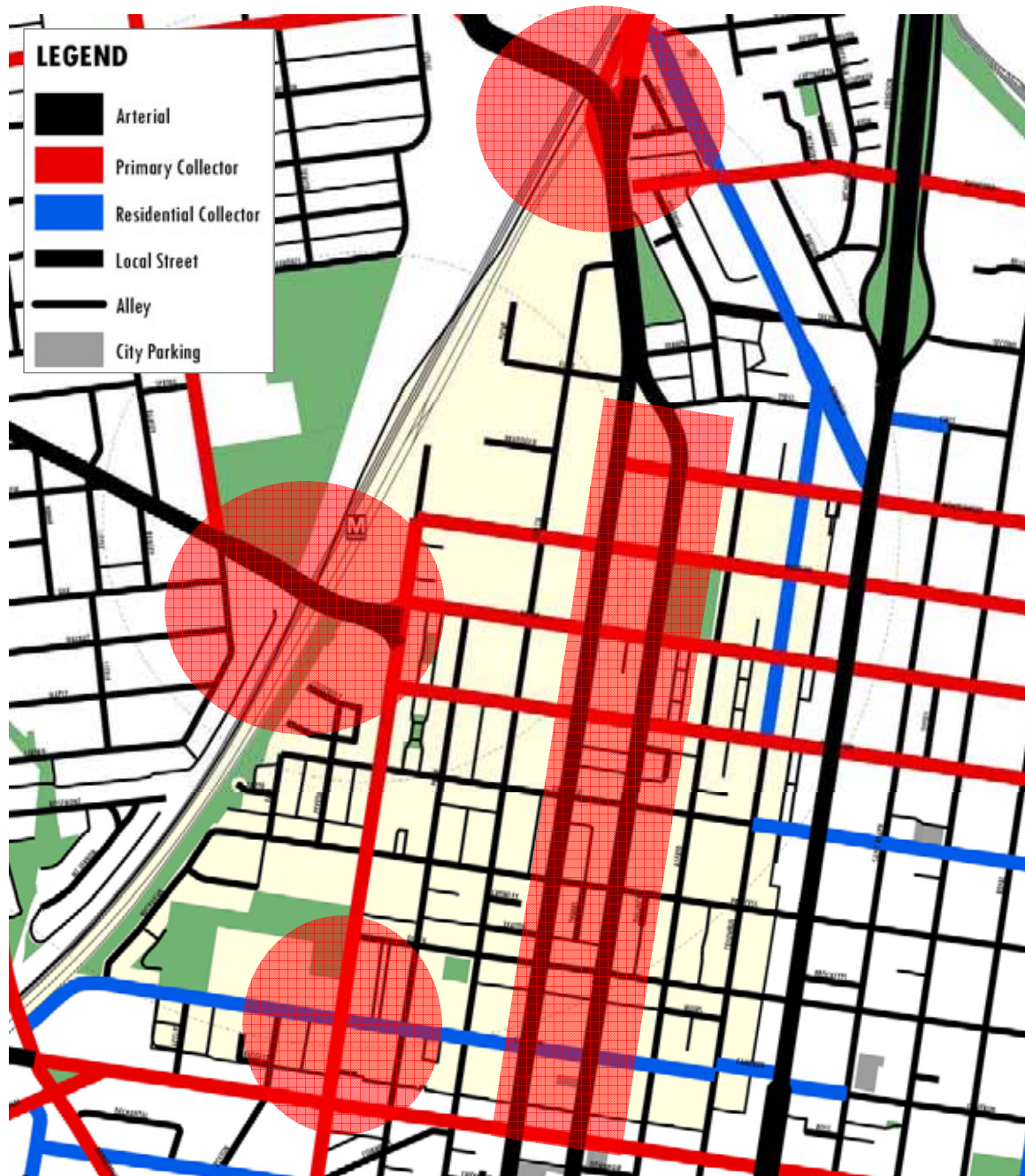
EARLY IDEAS



New Gathering Places
Accessible Private Space
Better Connections
Opportunities for Expression



Access & Mobility



CONTEXT

Strong Regional Connections
Roads

Metro & Surface Transit
New Trail Systems

Choke Points & Barriers

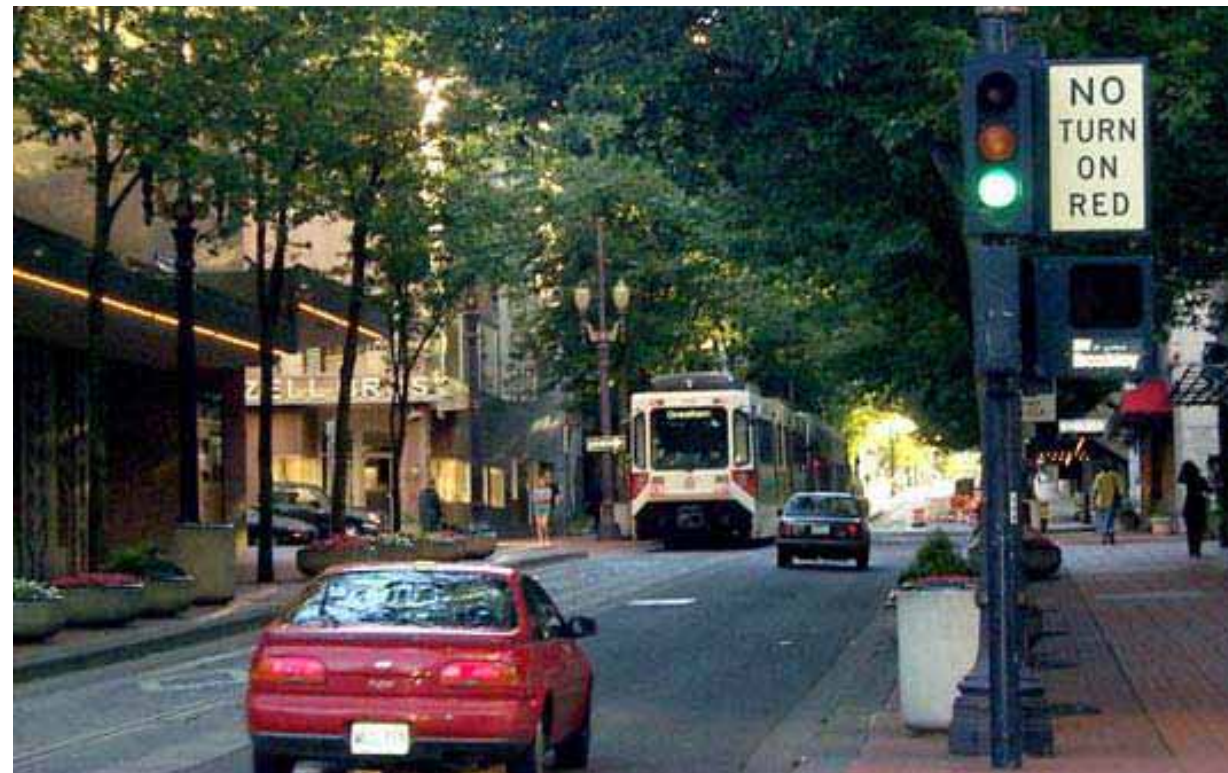
Route 1

Train Tracks



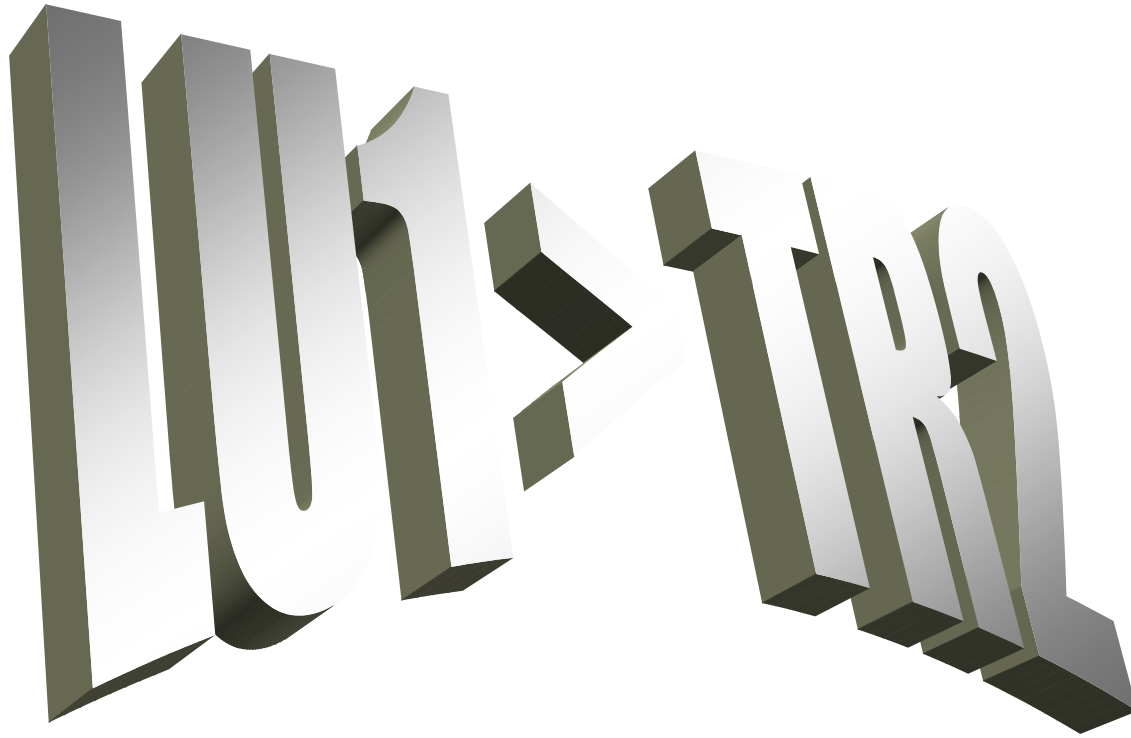
LU 1 TR 2

...transportation design must be subordinate to urban design in walkable communities





Access & Mobility



Principle 1.

Plan Land Patterns First ...

Transportation Second



Access & Mobility

Principle 2.

Lower vehicle speed is vital to walkability



Dale Earnhardt Jr. — Atlanta Speedway



Access & Mobility

Mobility?

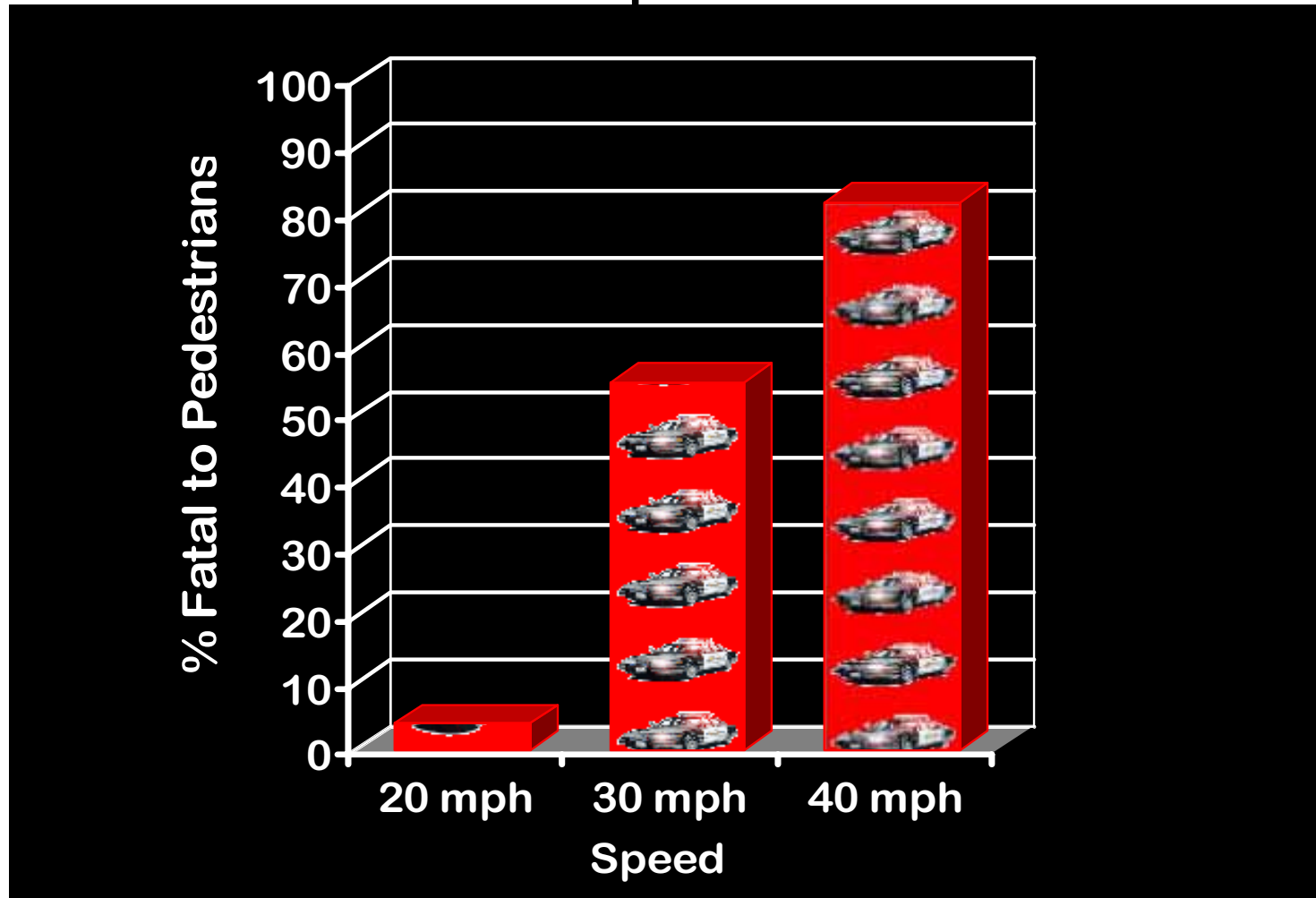
Urban Mobility = more modes available,
not just more lanes & more speed

Walking, Bicycling, Transit, Auto/Truck



Access & Mobility

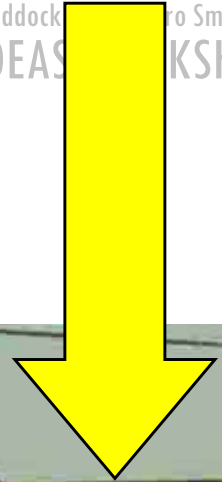
Pedestrian Fatalities & Speed



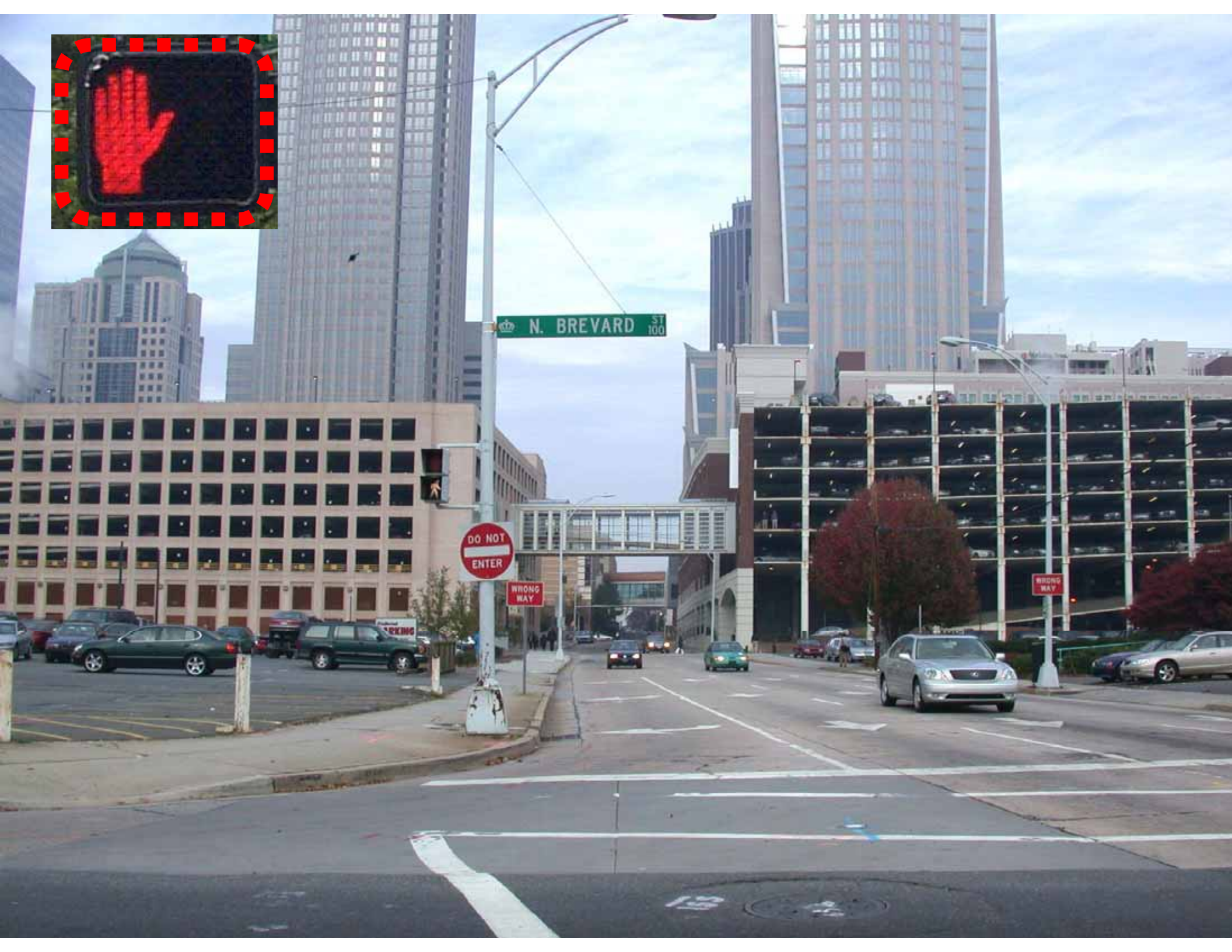


Access & Mobility

2. Walkability

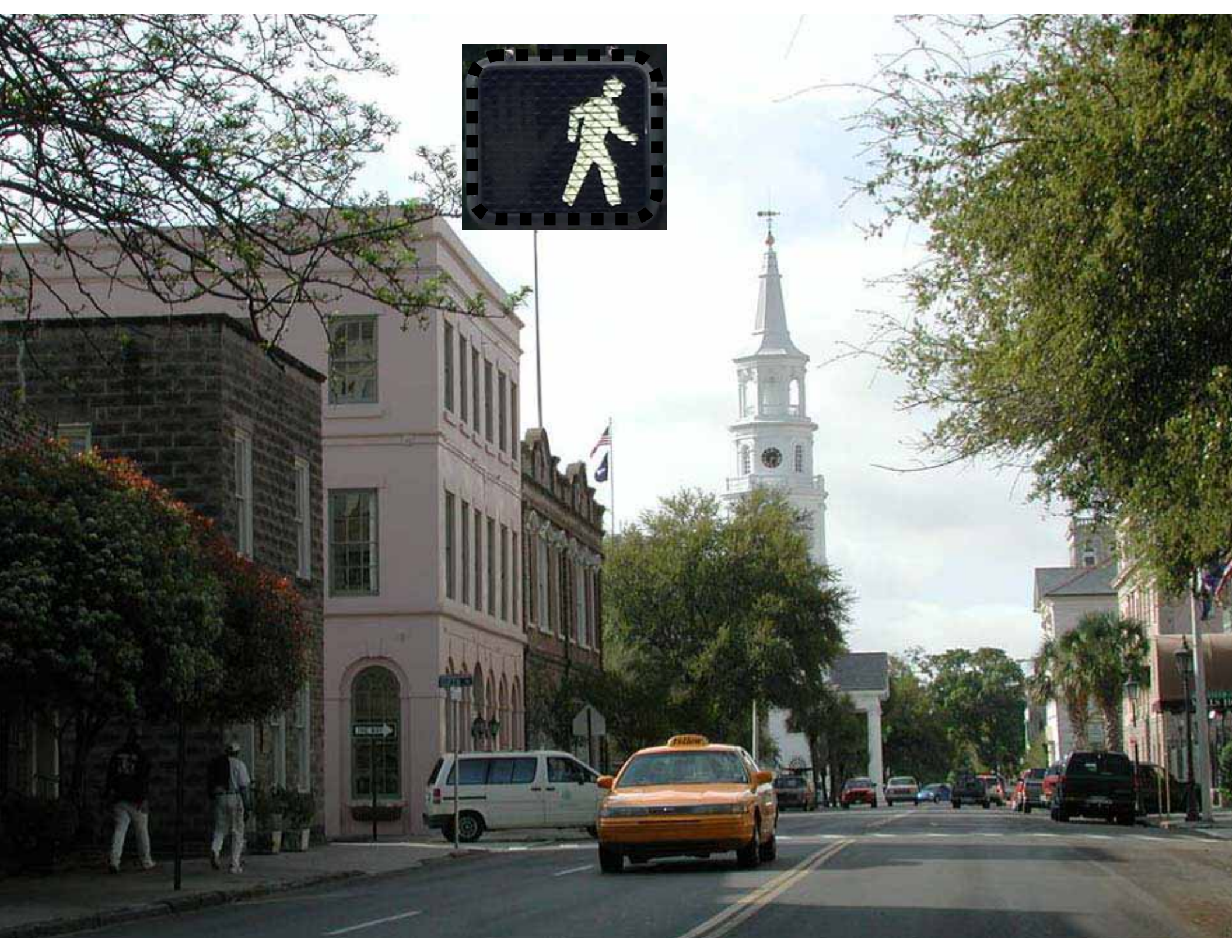














Auto Scale Development Pattern



Access & Mobility



Early Ideas

Control Vehicle Speed

Pedestrian Comfort

Vehicle Safety

Modal Emphasis per Street

Transit, Bike, Pedestrian

Manage Parking

Residential

Churches

Commercial-Office



Access & Mobility





Access & Mobility





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WORK SESSIONS

community visions & ideas



Instructions

Roll Up Your Sleeves

Introduce Yourself

Assign Reporter

Think Big & Small—20 Year Vision/First Steps

Write & Sketch Ideas

Note Agreements, Disagreements, & Data Needs

Groundrules

Share the Floor

Argue with Your Pencils

Be Nice & Have Fun



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THANK YOU!