

LAND USE

4



“We must not build housing - we must build communities.”

— Mike Burton



Figure 22: Density at Transit Stops

LAND USE

The land use strategy is based on:

- Concentration of Density at Transit Stops;
- Building Height at Transit Stops;
- A Balance of Commercial and Residential Uses;
- Mix Land of Uses Within Each Neighborhood;
- Concentrate Retail At Transit Stops;
- Appropriate Scale Transitions to Existing Neighborhoods;
- Manage Parking to Support Transit;
- Locate open space-parks centrally within each neighborhood;
- Create an a Greenway that will be a visual extension of the Winkler Botanical Preserve; and
- Provide a variety of open spaces such as community gardens, athletic fields, passive open space, urban squares and neighborhood parks.

The Plan area contains redevelopment sites and existing developed areas. The recommended land use and zoning changes are for the designated redevelopment sites (Figure 8). The zoning for the remainder of the sites within the Plan area is not recommended to change.

A. DENSITY AT TRANSIT STOPS:

The land use strategy capitalizes on the planned investment in the dedicated high capacity rapid transit corridor for Beaugard. The greatest level of development is generally located adjacent to planned transit stops, with lesser intensity, farther from the stops. (Figure 22).

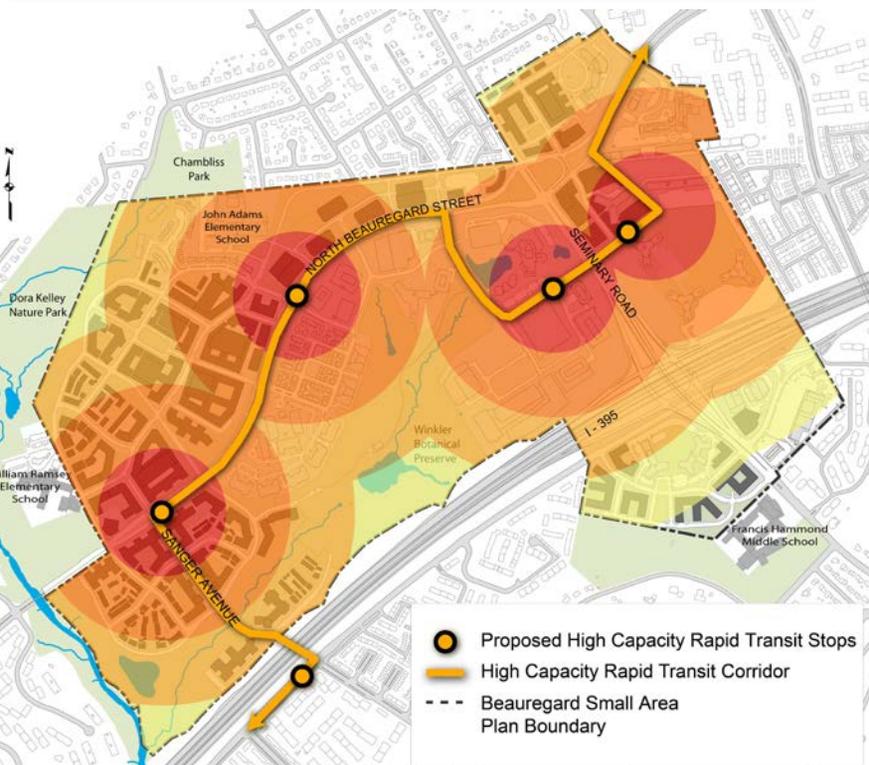


Figure 23: Proposed Land Use Strategy

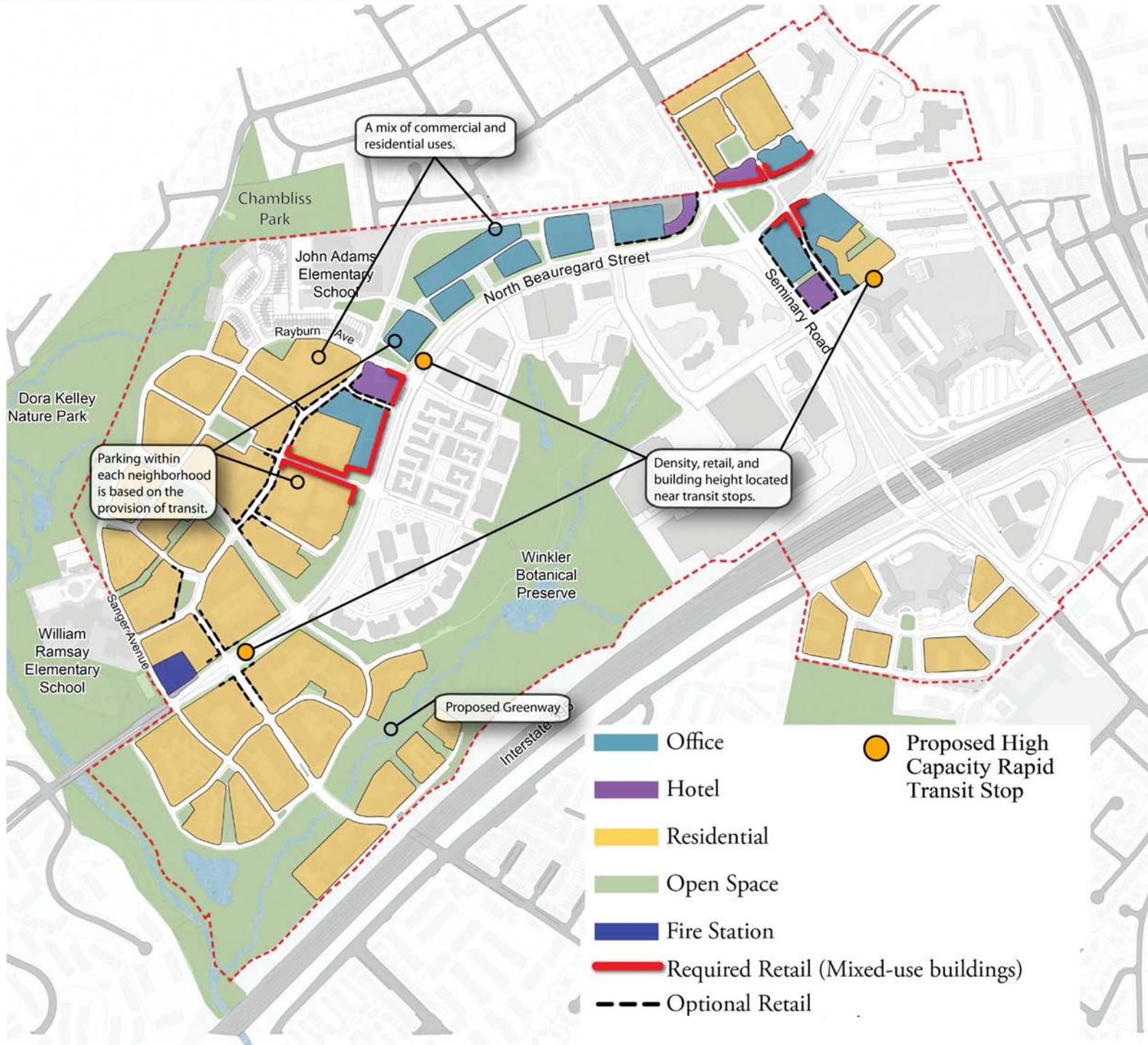


Figure 24: Existing Land Uses

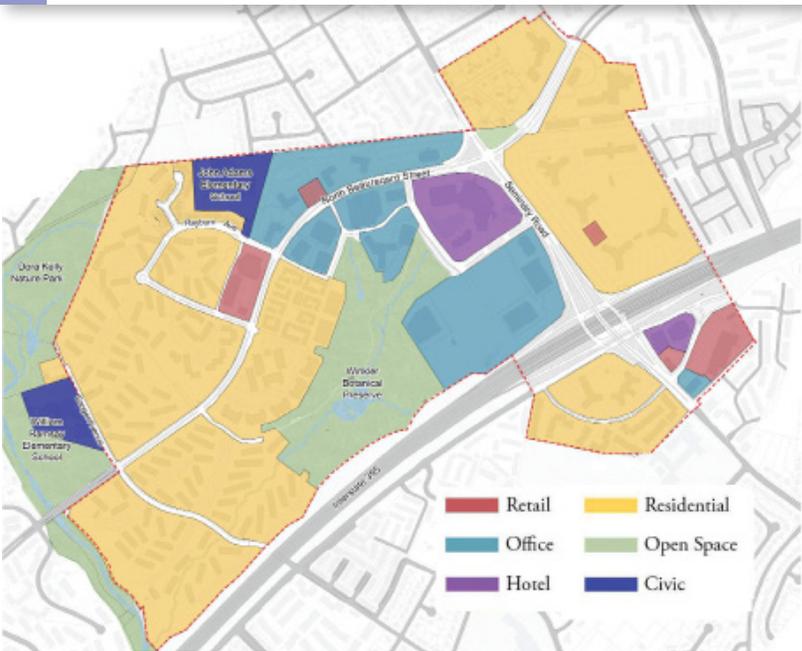
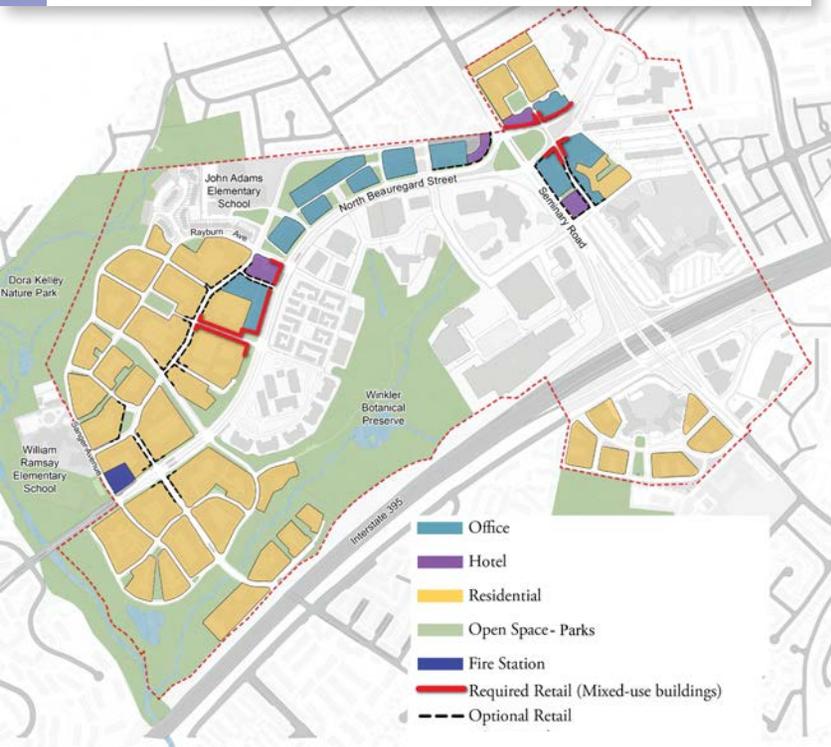


Figure 25: Proposed Land Uses



B. LAND USES:

Nurturing a vibrant and inclusive community

A fundamental element for any successful community is the provision of an appropriate mix of land uses. The Plan requires specific uses for certain blocks. The blocks adjacent to the transit stops are generally a mix of retail, residential, hotel and office, with other blocks being predominantly residential. The Adams, Southern Towers, Upland Park and the Town Center Neighborhoods contain office uses (Figure 25). An opportunity and a challenge for the Plan area is that it is surrounded by one of the largest concentrations of office use within the City (Figure 24, Table 1).

While the existing Mark Center office buildings provide an employment center for the City, the uses and buildings are segregated in a suburban office park, rather than integrated into each of the neighborhoods. In addition, the existing office limits the market demand for new office within the redevelopment sites. It is essential that the Plan integrate the existing office uses within the Mark Center as part of the Plan.

Table 1: Existing and Planned Office Development

	CARLYLE	EISENHOWER EAST	NORTH POTOMAC YARD	LANDMARK/VAN DORN	SOUTH POTOMAC YARD	MARK CENTER
Acres	± 77	± 64	± 70	± 138	± 166	± 102
Office (sq ft.)	4,000,000	6,300,000	1,930,000	4,000,000	1,932,000*	3,956,307
Hotel (sq ft.)	230,000	780,000	170,000	350,000	320,000**	448,100
Total (sq ft.)	4,230,000	7,080,000	2,100,000	4,350,000	2,252,000	4,404,407

Note:

* Given additional flexibility permitted in the CDD conditions, office, retail and residential uses can be converted; number subject to change.

** Based on 500 sq. ft./room

Table 2: Comparison of Office and Proposed Residential Uses

NEIGHBORHOOD	OFFICE	RESIDENTIAL
Town Center	405,165	2,408,145
Garden District	0	1,102,260
Greenway	0	2,030,745
Adams	1,020,765	0
Upland Park	75,470	590,000
Southern Towers	195,000	(Existing)
Seminary Overlook	0	979,745
Mark Center ¹	3,135,806 ¹	0
Total	4,832,206	7,110,895

Notes:

¹ Does not include existing office within the Adams neighborhood.

The Plan recommends a balance of residential and office uses to enable:

- A mixed-use community;
- 24/7 activity; and
- A jobs/housing balance.

A jobs/housing balance does not mean an equal distribution of square footage for each use. The City's average occupancy for office is approximately 3.5 employees/1,000 square feet, while multi-family residential use is approximately 2.0 residents/ unit. Therefore, to provide a balance of residents and employees, approximately two to three times more residential than office square footage is necessary. Within the Plan area the proposed and existing uses will equate to approximately 1.19 employees for each household creating a general balance of jobs and housing (Table 2).

However, while there is generally a jobs-housing balance, a significant portion of the office use is concentrated within the existing Mark Center office buildings. It will be essential to connect these uses and employees with the remainder of the Plan area. The Plan proposes to connect the

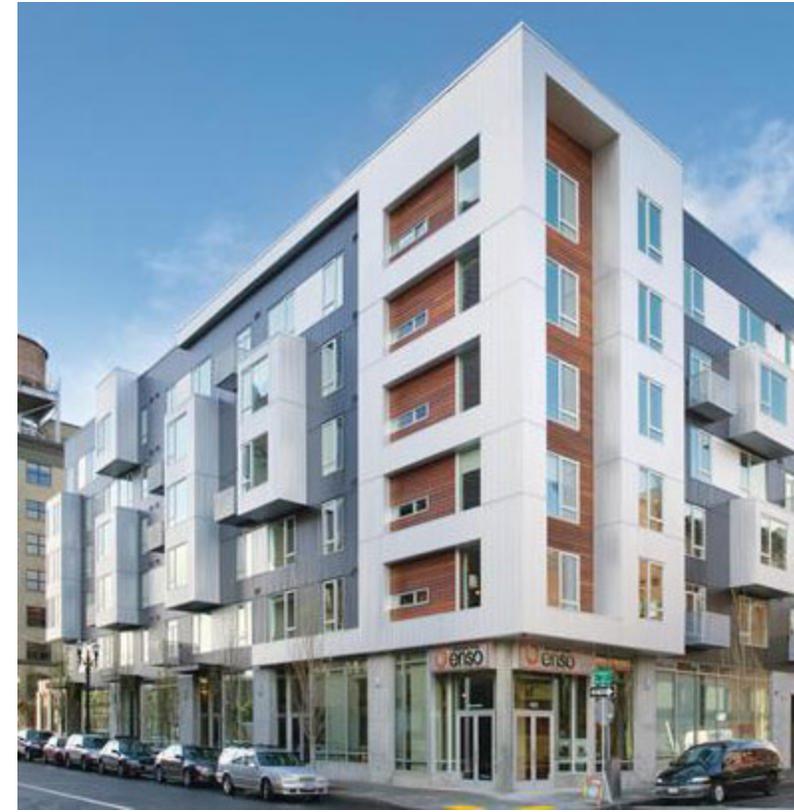
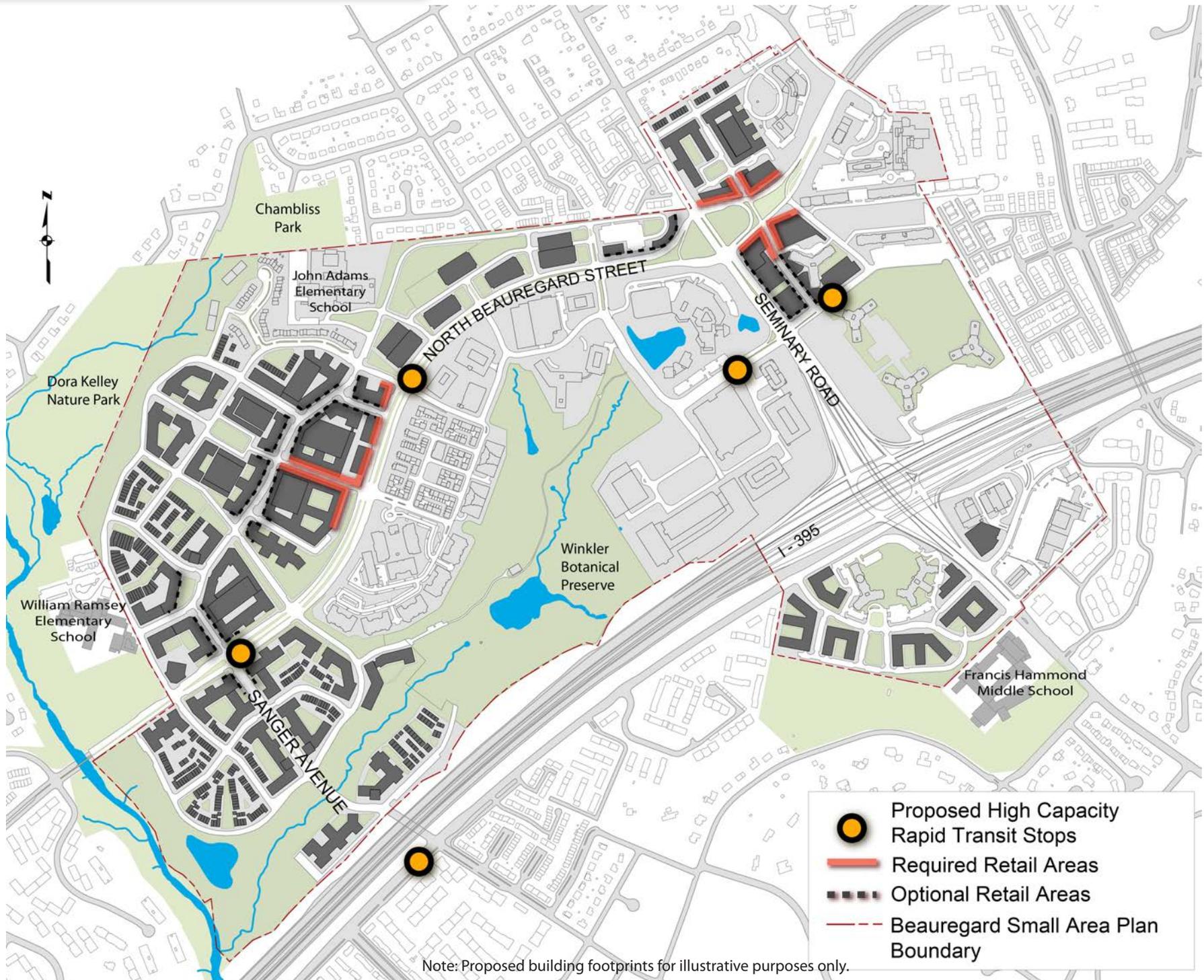


Figure 26: Required and Optional Retail Areas



existing office uses through convenient and frequent transit service. The transit will be an important component to ensure that the existing employees are able to access services, retail and potentially live near their work, minimizing the need for a car.

The land uses reinforce the neighborhoods and provide a mix of uses which enable the following:

- Improving safety and walkability by sustaining street life through day and evening hours;
- Distributing peak hour traffic over longer periods, maximizing internal trips, and maximizing transit use;
- Decreasing parking demand, and creating opportunities for shared parking; and
- Supporting retail by establishing a more diverse customer base.

C. CONCENTRATE RETAIL AT TRANSIT STOPS:

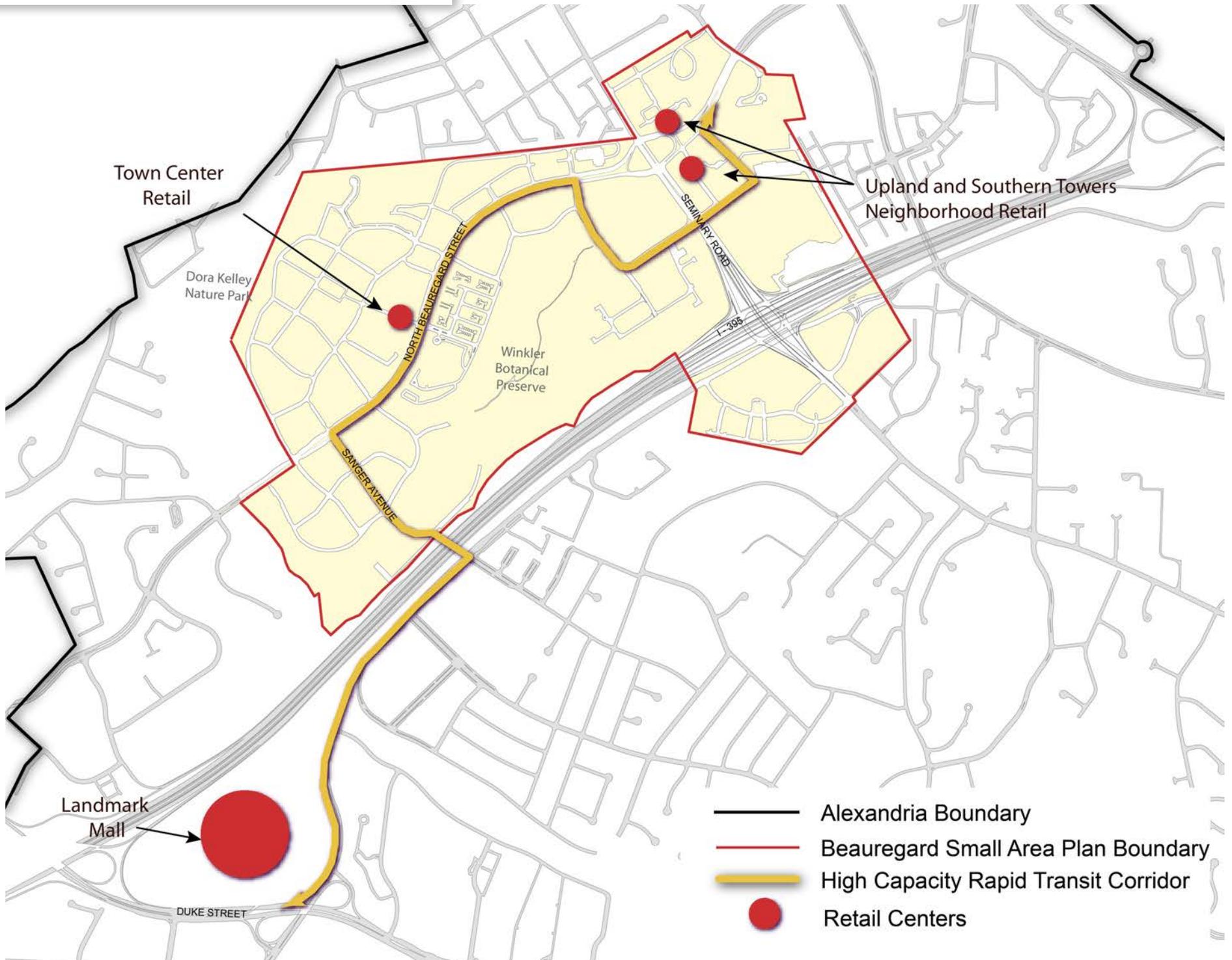
Retail Context

The Required Retail areas are an integral part of the Plan. (Figure 26). The Plan anticipates replacement of the existing retail (83,000 sq. ft.) within the Plan area with a minimum of 250,000 sq. ft. The planned retail would enable the City to capture lost retail spending while also providing goods and services closer to residents, employees, and minimizing the trips to access retail. It is envisioned that at least one new grocery store would be constructed within the Plan area. It is also the intent of the Plan that the retail uses provide many of the needs of residents and employees within the Plan area.

In addition to the neighborhood serving retail proposed within the Plan area, Landmark Mall is planned to be a retail center, with approximately 1,000,000 sq. ft. of regional and destination retail. In comparison, the Town Center is planned to include a minimum of 200,000 sq. ft. neighborhood-



Figure 27A: Retail and Transit



serving retail. The transit corridor will enable the proposed neighborhoods to access the regional retail uses at Landmark Mall, but also the planned neighborhood serving retail within the Plan area (Figure 27A).

The retail within the Town Center and Upland Park/ Southern Towers neighborhoods are intended to serve different roles within the Plan area. (Figure 27B and 27C). In addition to the Required Retail, the Plan recommends flexibility to provide additional retail within the optional retail areas (Figure 26) as part of the redevelopment review process.

Town Center - Retail

The Town Center is envisioned as a 200,000 sq. ft. retail area, which will be located on a new east - west street, which will be accessed from a traffic signal and located adjacent to a transit stop (Figure 27B). It is anticipated that the Town Center will include a variety of uses such as a grocery store, coffee shops, hardware store, restaurants, banks, and other similar uses to meet many of the needs of residents and employees.

Upland Park and Southern Towers Neighborhoods - Neighborhood Serving Retail

The second retail area is located adjacent to the transit stop within Southern Towers and the Upland Park neighborhoods. A minimum of 50,000 sq. ft. of retail is envisioned to be primarily neighborhood serving retail uses that will serve the existing residents of Southern Towers, but also the planned development area. The Plan contemplates a new grocery store which will provide services for the residents and employees within walking distance of the transit stop. The Plan recommends that this retail area also be permitted to include professional services such as medical, dental, and professional services for the community.



Figure 27B: Town Center Retail

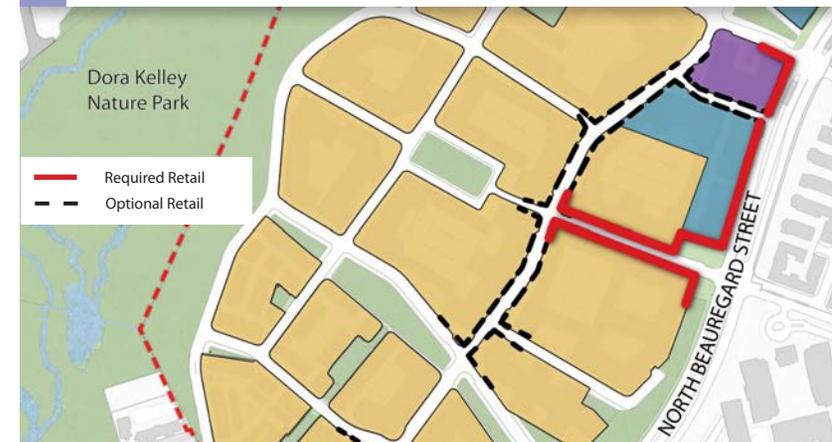


Figure 27C: Upland Park & Southern Towers Neighborhood Servicing Retail

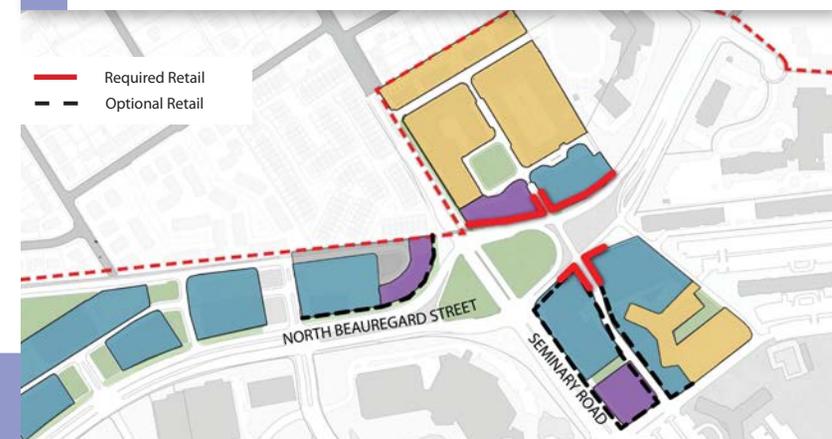


Figure 28: Existing Office & Retail



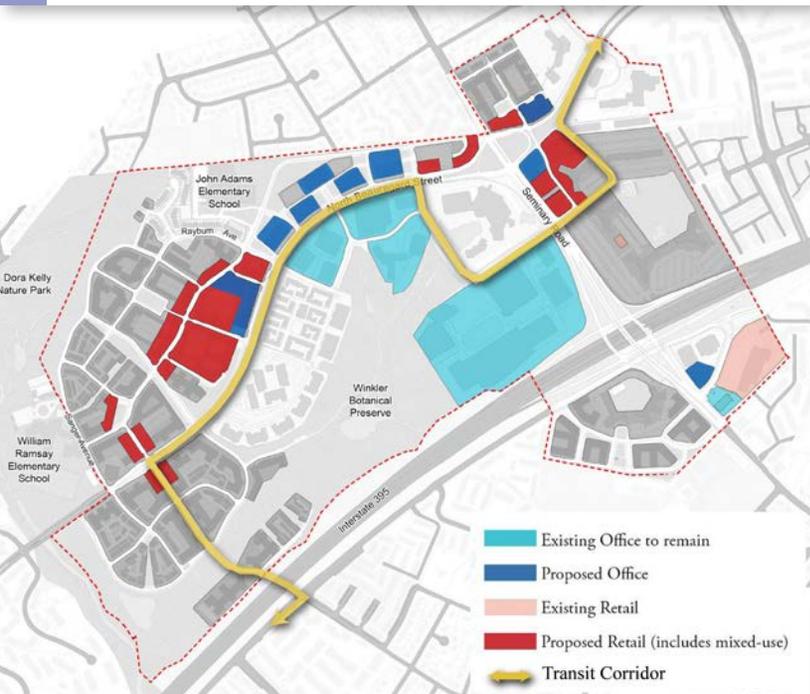
Existing Office and Retail

It is essential that the existing office employees have access to the planned retail to provide patrons for the proposed retail, restaurants and shops especially during the day. The Plan recommends that the existing office uses access the retail and restaurants through the planned transit. The transit is projected to provide frequent headways of approximately 10 to 15 minutes, which will enable the employees to access the retail conveniently by transit.

Proposed Office and Retail

The Plan considered the relationship of the planned office to support the planned retail. The 1,020,765 sq. ft. of office within the Adams neighborhood, and the 405,165 sq. ft. of office within the Town Center neighborhood are within convenient walking distance of the planned retail. The planned retail within the Upland Park and Southern Towers Neighborhoods are also in close proximity to the existing and proposed office uses. (Figure 29)

Figure 29: Proposed Office & Retail (Required and Optional)



Concentration of Retail—Required Retail Areas

For retail to succeed it is essential that the retail areas be concentrated and contiguous. In each of the Required Retail areas (Figure 26), a critical mass is provided to enable the retail to be successful. The locations depicted as Required Retail (Figure 26) are required to provide ground floor retail as part of the development of each of the block(s). The primary concentration of retail (200,000 sq. ft.) occurs with the Town Center neighborhood. The remainder of the retail (50,000 sq. ft.) occurs in close proximity to the other transit stop—which will function more as neighborhood serving retail and professional services. See Table 4 for the amount of required and optional retail for each neighborhood.

E. RETAIL MANAGEMENT:

The Plan emphasizes the importance of marketing, maintenance, tenant mix, and leasing to ensure the success of the retail. In order to address all of these issues comprehensively, the Plan recommends the submission of a comprehensive retail strategy that addresses coordinated management and maintenance issues for each of the Required Retail areas. The retail strategy will be required concurrently with the submission of a development special use permit for the first building and/or block within each Required Retail area to ensure that the retail properties are managed in a comprehensive manner. In addition, future Urban Design Standards and Guidelines will have requirements for the design of the retail uses, storefronts and signage.





F. BUILDING HEIGHTS:

The height for each neighborhood is based on the following:

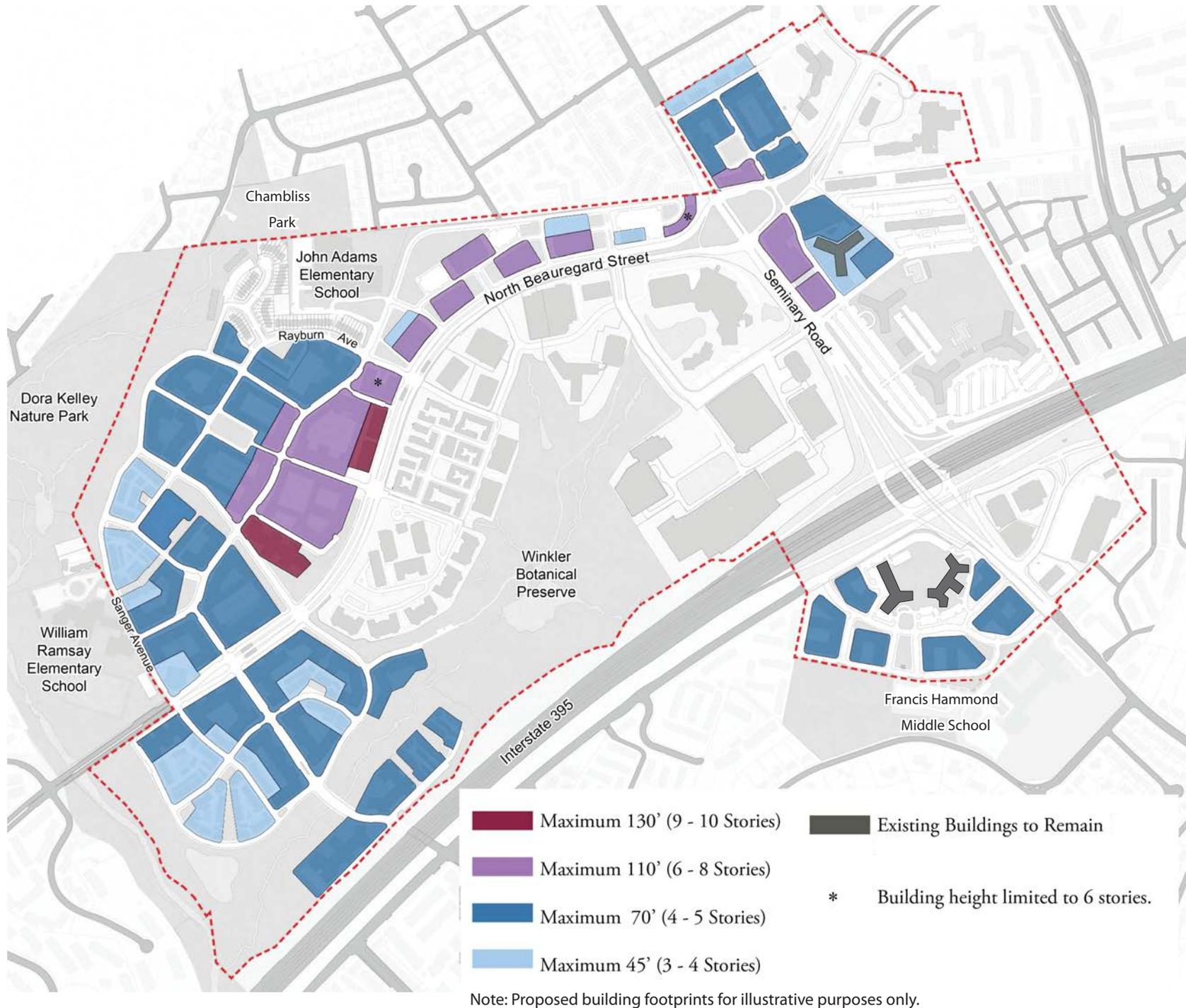
- Define the open spaces, streets and the streetscapes;
- Concentrate height adjacent to transit stops;
- Transitions adjacent to the lower scale existing neighborhoods;
- Taller signature building at the Town Center of the site to denote the symbolic center; and
- Using taller and shorter heights for the gateways.

The Plan recommends heights that range from 45 feet to 130 feet for several taller signature buildings. While the Plan does propose taller buildings, the buildings will be predominantly mid-rise 45 - 70 ft. tall buildings punctuated by taller buildings at strategic locations. (Figure 30). In addition to maximum heights, the Plan recommends minimum building heights to ensure an appropriate urban scale, density and varied mix of building types and heights near the planned transit stops.

Building Types—Heights

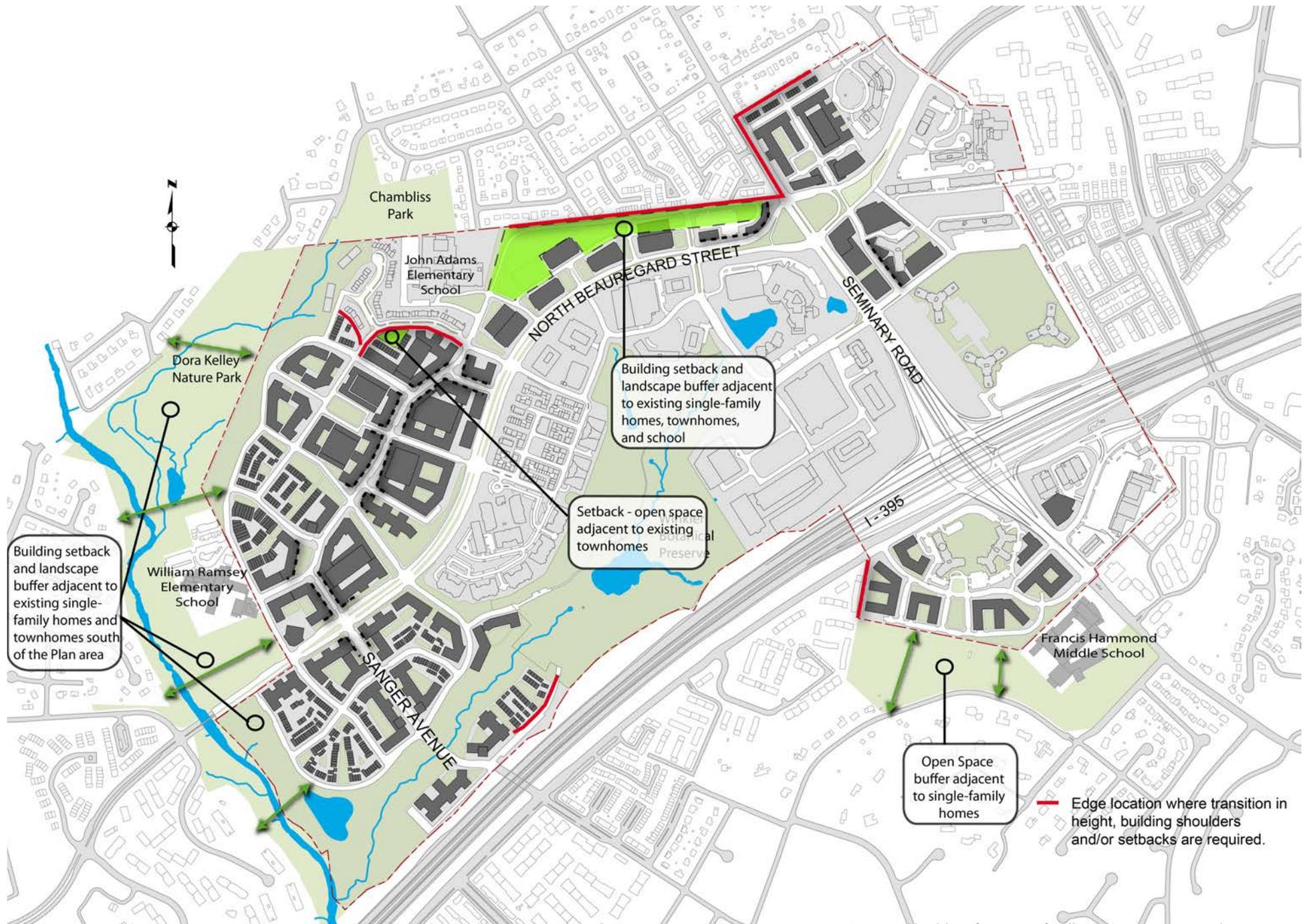
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| Townhouses: | At 35 to 45 ft. in height, townhouses will be dispersed throughout many of the neighborhoods. |
| Mid-Rise Multi-Family: | The predominant building type, these buildings will range in height from approximately 50 to 70 ft. |
| Office: | The office buildings will range in heights from approximately 90 to 110 ft. |
| Hotel: | The hotels will range in height from approximately 70 to 110 ft. |
| Signature Buildings: | Buildings up to 130 ft. will occur in two locations to define signature locations within the Town Center Neighborhood. |
| Existing Buildings: | The existing high-rise residential buildings range from 120 ft. to 170 ft. |

Figure 30: Proposed Building Heights



Note: Proposed building footprints for illustrative purposes only.

Figure 31: Existing Neighborhoods - Height Transitions



Note: Proposed building footprints for illustrative purposes only.

G. EXISTING NEIGHBORHOODS - HEIGHT TRANSITIONS:

The Plan is surrounded by established neighborhoods such as Seminary West, Seminary Heights, Seminary Hill, and Dowden Terrace (Figure 12). Proposed redevelopment at the boundary of the Plan area must be implemented in a way that enables the planned redevelopment to be compatible with the scale and character of the existing neighborhoods. The Plan recommends elements such as setbacks, open space, transitions in height, building step backs, building shoulders, architectural treatment and landscaping to ensure that the scale of new development is compatible with the existing neighborhoods. The Plan recommends that at locations adjacent to existing neighborhoods, the buildings are either a lower scale, provide a building shoulder, provide a setback or an open space transition (Figure 31).

H. PARKING STRATEGY:

By managing parking supply, location, and encouraging shared parking, the parking requirements will assist in promoting a more walkable, transit-oriented series of neighborhoods.

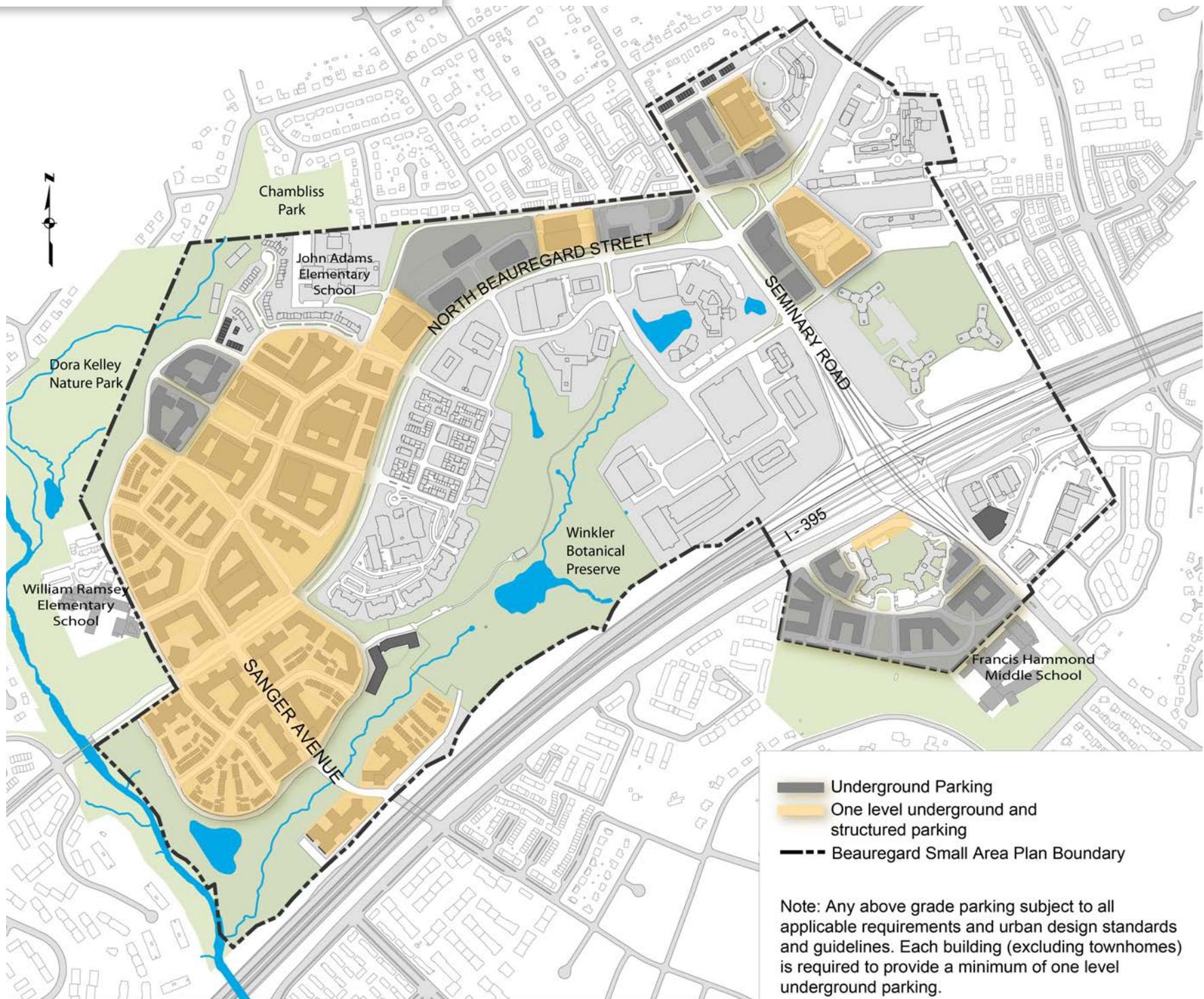
Location of Parking

A goal of the Plan is to locate parking below grade. Below-grade parking enables uses and people (rather than cars) to be located at or above the street level. Below-grade parking also generally reduces the scale of buildings and generally results in a more urban building form. However, the Plan acknowledges that not all of the parking can be located below grade for all of the neighborhoods.

Each building except for townhouses is required to provide a minimum of one level of underground parking. All of the parking for the areas depicted in Figure 32A are required to be located entirely below grade.



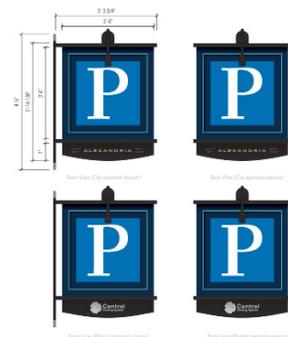
Figure 32A: Underground and Structured Parking



For the buildings where above grade parking is proposed, provided that a minimum of one level of parking is provided below grade, each level of the entire street and/or park/open space frontage is required to be devoted to active uses (residential, office, hotel and/or retail use); excluding the I-395 frontage. The Plan also recommends that additional parking and screening requirements be included in the future Urban Design Standards Guidelines and subsequent zoning conditions.

Parking Ratios - Right-Size Parking

The amount of parking is intended to meet the economic and programmatic demands of the planned uses while also creating a transit-oriented development. A maximum parking ratio is recommended for each land use (Table 3) to provide right-size parking for each use. In addition to encouraging transit, the proposed parking ratios enable community benefits such as open space and building design, because that cost would otherwise be used to construct unused parking spaces. The parking ratio also encourages underground parking. The parking requirements will be implemented as part of a phased strategy, based on the provision and operation of the high capacity rapid transit. Before the construction and operation of the transit corridor a slightly higher parking ratio is permitted. After the construction and operation of the transit a lower parking ratio is required.



The parking maximums have several advantages that include:

- Encouraging commuters to make transportation choices other than private autos,
- Ensuring that the urban form remains compact; and
- Minimizing the amount of area devoted to off-street parking.

In addition to the off-street parking required as part of each development proposal, there will be a significant amount of additional on-street parking spaces provided within the Plan area.

Table 3: Maximum Parking Ratios

LAND USE	PHASE I— PRIOR TO OPERATIONAL DEDICATED TRANSIT	PHASE II— OPERATIONAL DEDICATED TRANSIT
Residential	1.75 sp/unit	1.3 sp/unit
Office	2.5 sp/1,000 sq.ft.	2.25 sp/1,000 sq.ft.
Townhouse	2.0 sp/unit	2.0 sp/unit
Retail	4.0 sp/1,000 sq.ft.	3.5 sp/1,000 sq.ft.
Hotel	1.0 sp/ room	.75 sp/ room

Notes:

1. A shared parking program is encouraged.
2. Additional visitor parking may be required for residential use(s), up to 15% of the provided parking.
3. Affordable housing units and other types, such as accessory dwelling units, may provide less parking.

I. OPEN SPACE:

The Plan recommends a network of parks and public open spaces that define the neighborhoods in which they are located, with connections to local and regional open space systems and trails. Open spaces are one of the places where people come together to enjoy the City. As people's awareness of the benefits of a healthy, active lifestyle has increased, so have people's interests in walking, biking, jogging and other recreational activities. By providing a wide range of opportunities for residents to engage in recreational activities, Beauregard is meant to be a series of neighborhoods where people of all ages and abilities are encouraged to participate in some form of healthy, physical activity.

The open space network is intended to be experienced as a single cohesive park system made up of different size parks and amenities. The open space has been designed to be integrated with the urban community that will develop around it (Figure 42). The open space will reinforce the "garden city" nature of the Plan while also respecting the landscaped and open space heritage of the Plan area. The open space network is also intended to be functional by addressing stormwater, stream improvements and restoration of the resource protection areas (RPAs).

Similar to the buildings and streets, the development of the on-site and off-site parks will occur in multiple phases. As such, a philosophy of adaptive management and flexibility is essential to ensure that the open space design allows for changing uses, varying design approaches, and evolving open space and landscape improvements. The final design for the open-space parks will occur as part of the development review process. The Plan also recommends design standards for the parks and open space as part of the Urban Design Standards and Guidelines.





The measure of any great civilization is in its cities, and the measure of a City's greatness is to be found in the quality of its public spaces, its parks, and squares.

– John Ruskin

The open space and parks within each neighborhood can be accessed within an approximately 5 to 10-minute walk within each neighborhood. Along with providing open space for people to gather, the street and bicycle network will allow connections between the open space network and to a variety of recreational activities including playing fields, cycling and nature paths.

The parks will be a combination of active and passive open spaces and are intended to integrate historical interpretive elements, public art, and help to restore the City's urban tree canopy. In addition to the on-site open space, active multi-purpose fields and play areas are needed in close proximity to the Plan area. A 2011 City-wide Alexandria Parks and Recreation Needs Assessment confirms that a number of planned amenities be needed including community gardens, children's play areas, dog parks, and community event/gathering spaces.

The types of parks- open spaces consist of:

Holmes Run-Turkey Run Greenway:

A diverse stream corridor

The natural area will be used for walking trails, and passive open space downstream (southwest) of the Winkler Botanical Preserve. The Greenway will include both stream improvements and RPA native vegetation. The trail system and park will increase awareness and appreciation for nature and the riparian ecology within the park. As part of the development of the park, existing buildings will be removed from the resource protection area (RPA).

Figure 33A: Greenway Neighborhood Open Space



Figure 33B: Perspective of Street with Greenway Frontage



The proposed Greenway connects to the adjoining approximately 42 acre Dora Kelley Park, and the approximately 8 acre Chambliss Park (Figure 42). The park will incorporate a stormwater pond within the lower Greenway area which will be designed to be integrated into the park design (Figure 34).

Bridges to connect communities

To ensure connectivity within the Greenway neighborhood, the Plan recommends two pedestrian—park scale bridges (Figure 34) which will connect the planned development on the eastern and western portion of the Greenway neighborhood.

A unique garden-to-table experience

A portion of the Greenway will be reserved for community and/or cooperative gardens. These gardens will be provided, designed and maintained privately to serve the residents of the neighborhoods. The community gardens could provide a variety of opportunities for residents to cultivate plants and vegetables in small individual plots, community herb gardens, terrace planters as well as providing an educational and recreational amenity. The Plan also encourages roof-top gardens as part of new residential multi-family buildings.

Children Play Spaces

Outdoor play areas will be provided throughout the Greenway. In addition, childrens playground (or similar amenity) are recommended throughout the Plan area. Additional amenities, such as spray parks and other water features should be considered for the children play spaces.

Figure 34: Greenway Neighborhood



Figure 35: Perspective of Town Square - Park



Dog Parks

The City is well known for being friendly to dog owners and their pets. The Greenway will provide an opportunity to expand the City's dog park system with the provision of at least one fenced dog park. The park will need to be designed in accordance with the City's Dog Park Master Plan to be a minimum of a ½ acre and to include water, double gates and shade. Other dog exercise areas may be provided throughout the Plan area as part of the rezoning or development review process.

Town Center—Square

An urban gathering place

A town square will be centrally located within the Town Center (Figure 35 and 37) and will be framed by buildings. The design of the Town Center Square should reinforce its prominent location, accommodate active gatherings and events, which may include fairs, live music, markets, and other similar events.

Neighborhood Parks:

The neighborhood parks are intended to serve the outdoor recreational and social space needs of each neighborhood with a range of program elements varying from tot-lots and picnic areas to passive gardens. Each neighborhood park is intended to have a distinct character and programmatic function. Materials and practices are encouraged to be as sustainable as possible and consider long-term maintenance, durability, and energy use. The scale and program of each park is intended to reinforce the importance of the pedestrian and promote social interaction. The parks will be designed so that they are oriented towards and integrated with the adjoining streets and buildings. The larger neighborhood parks should provide areas for small scale active uses.

Figure 36: Garden District Neighborhood

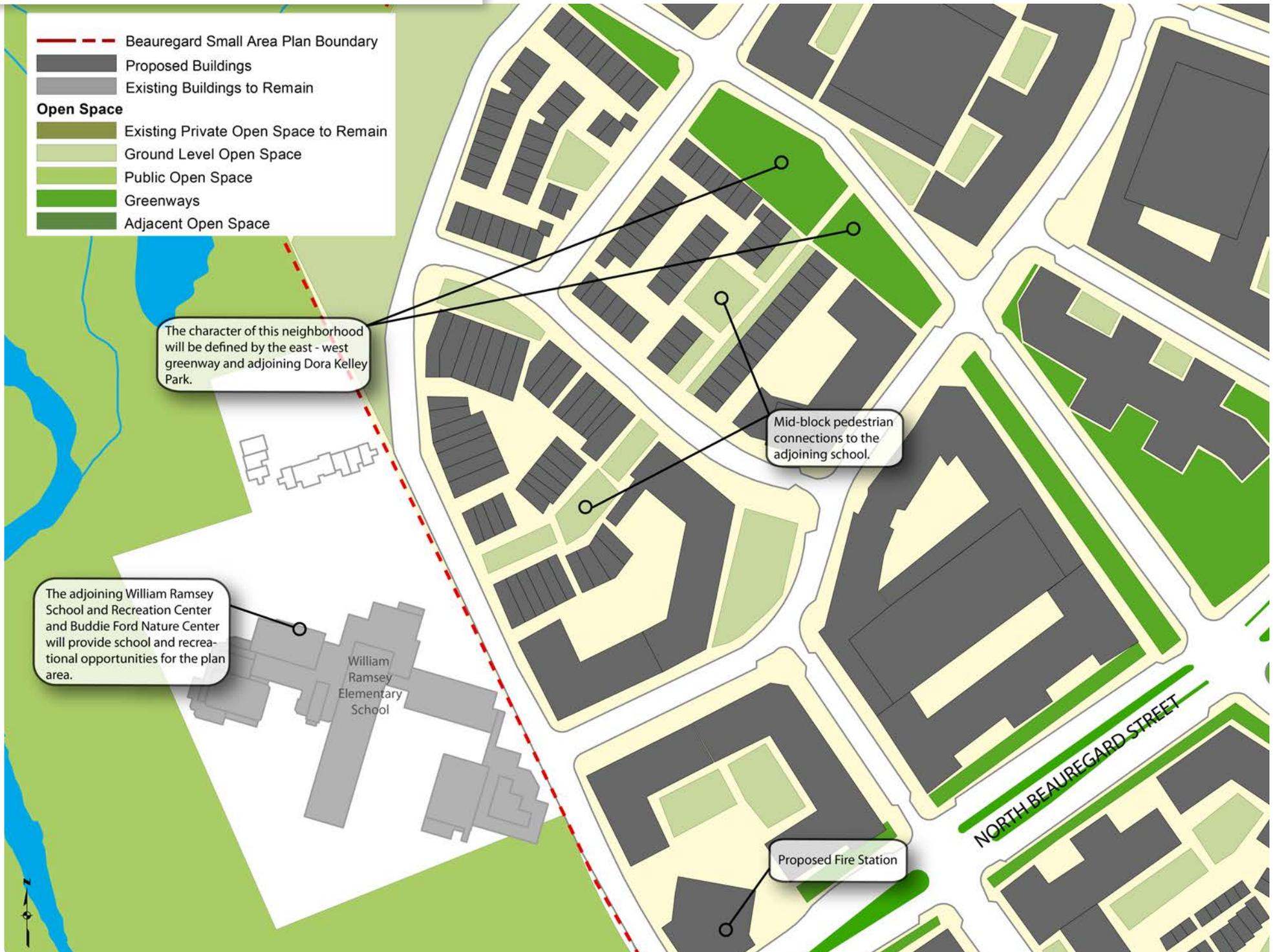


Figure 37: Town Center Neighborhood

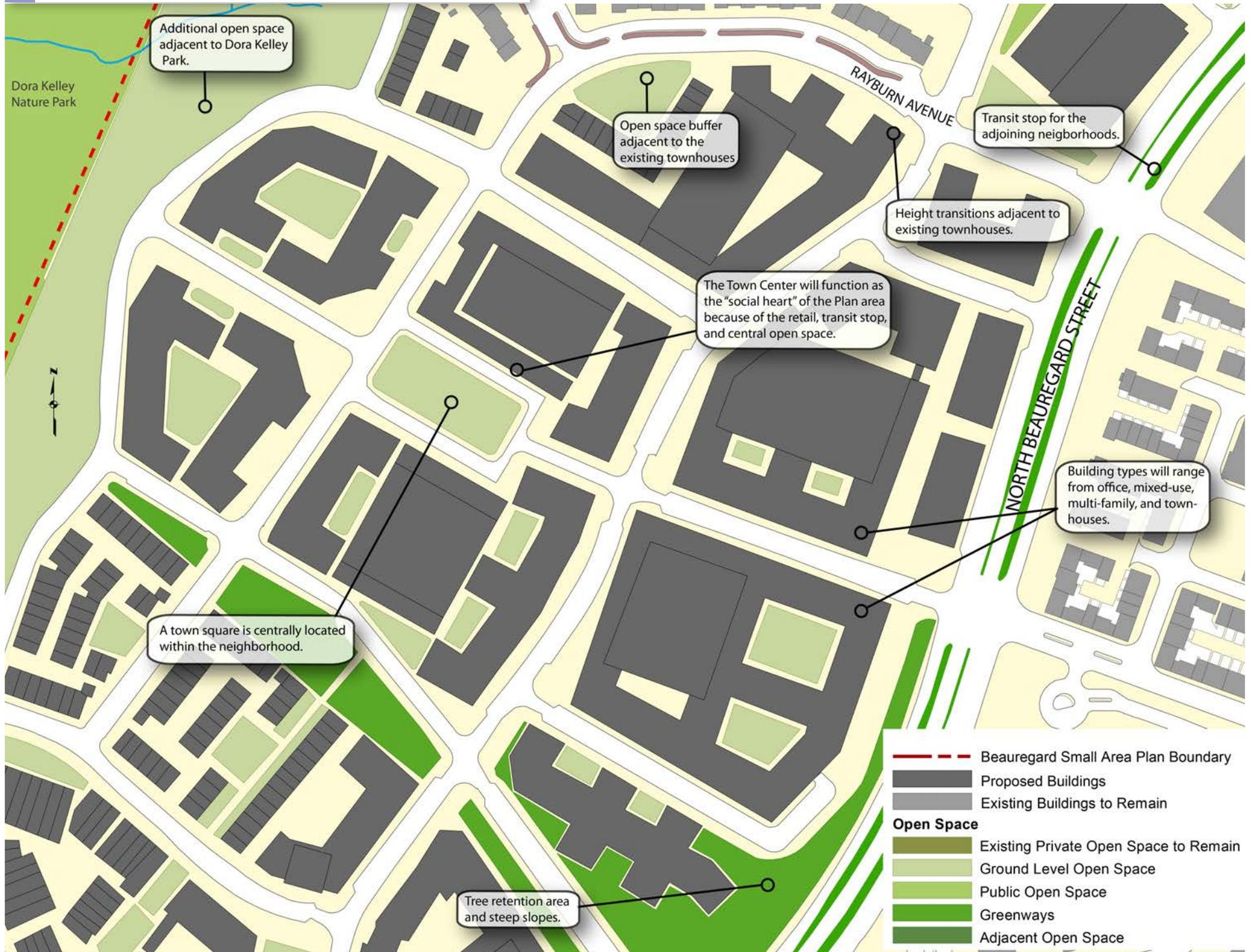


Figure 38: Upland Park Neighborhood



Figure 39: Southern Towers Neighborhood

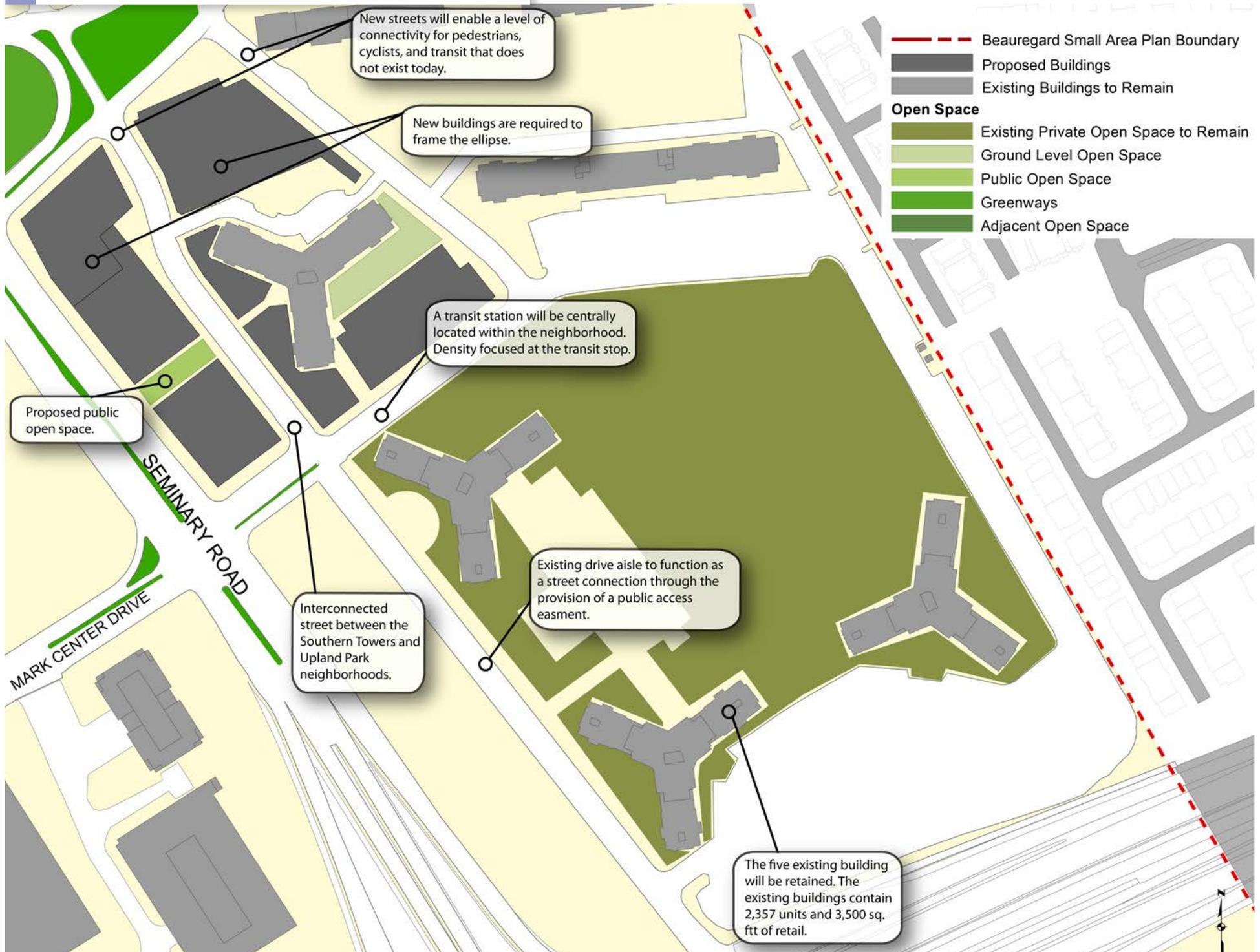


Figure 40: Adams Neighborhood

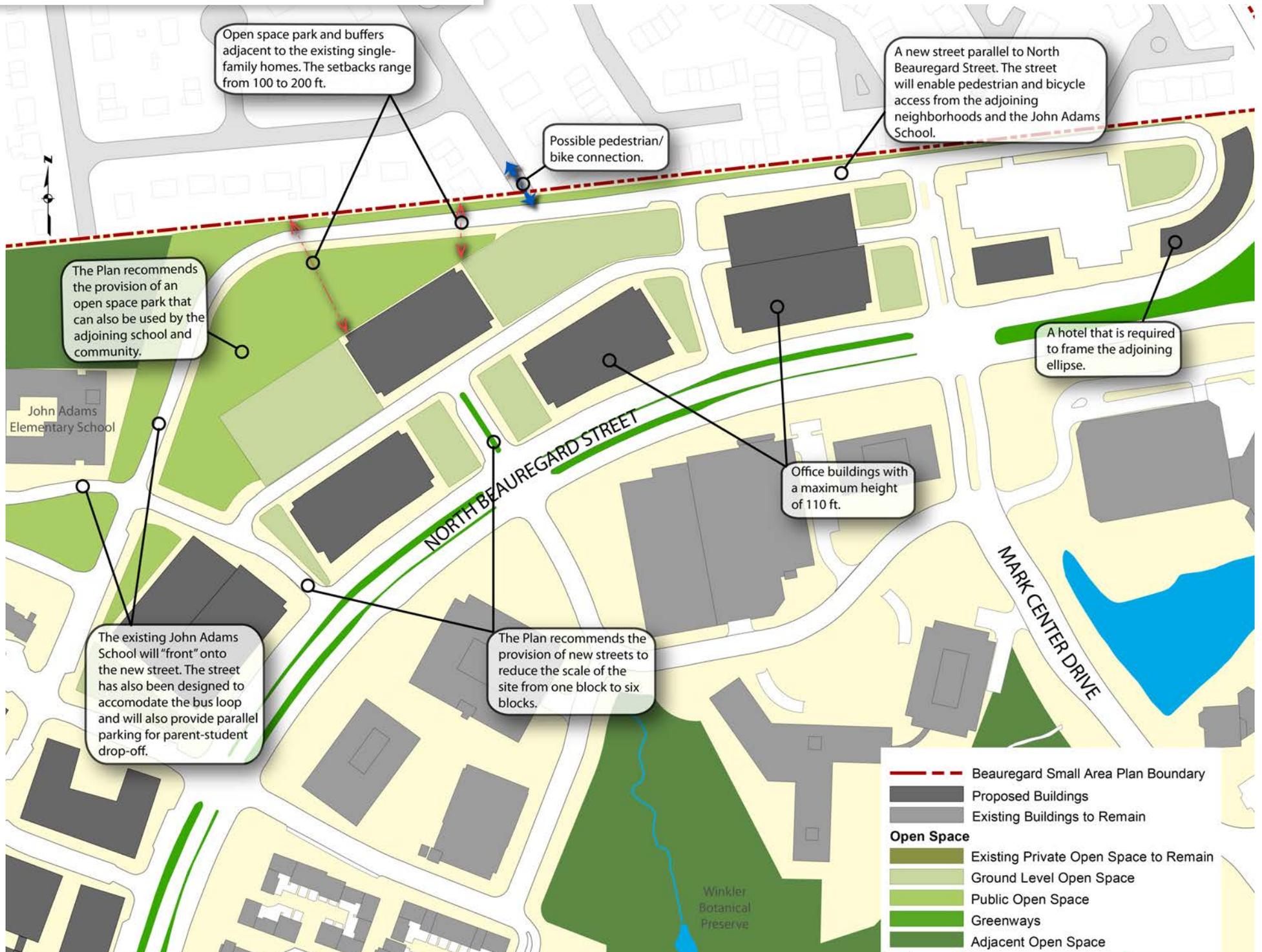


Figure 41: Seminary Overlook Neighborhood





Ramsey Recreation Field:

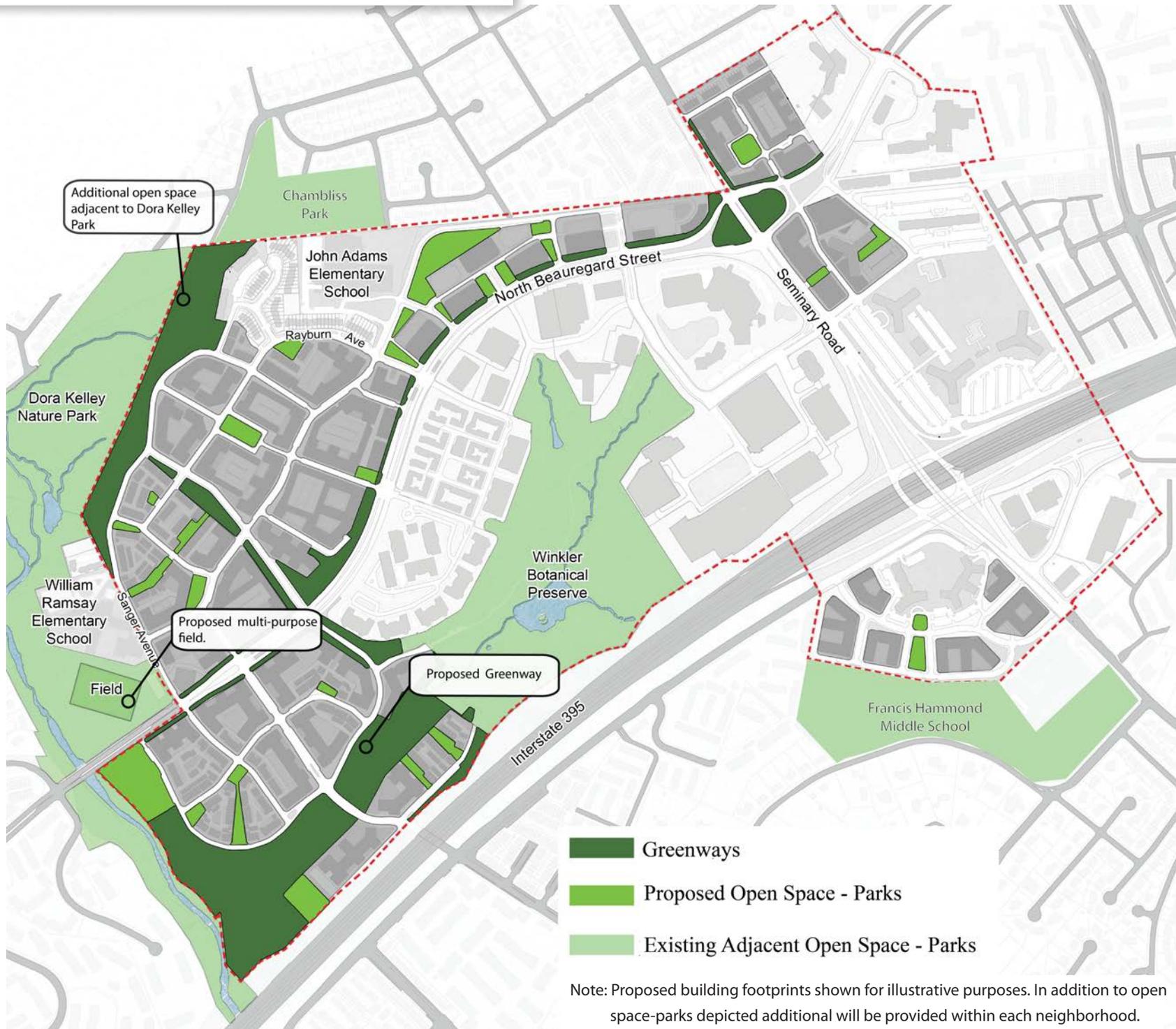
The new multi-purpose field (Figure 42) is envisioned to foster a healthy and active lifestyle for residents, students and visitors, and provide needed organized team sports facilities. Parking for the field is intended to be provided on the adjoining public streets. The field is a synthetic turf field that will include lighting and accommodate multiple activities or sports. The field is intended to be used for local leagues, community groups, and families as well as tournament play, which would allow activities ranging from team sports to individual fitness.

Adjacent School Open Spaces:

In addition to the proposed open space improvements at William Ramsey school, the Plan is recommending to be determined open space improvements at the adjoining schools. Improvements to the open spaces of these nearby school and park properties can provide increased benefits for school aged children and adjoining neighborhoods. Enhanced access and better circulation for the open spaces and parks surrounding the schools should be addressed through the design of each neighborhood. In addition, the Plan is recommending the open space within the Adams neighborhood be designed to potentially accommodate school use (Figure 40).



Figure 42: Proposed and Adjacent Open Space - Greenways





Ground Level Open Space:

In addition to the parks within each neighborhood, the Plan recommends an additional amount of ground level open space be required for each neighborhood as part of the rezoning.

Roof Top Open Space:

The Plan recommends the provision of roof-top open space in addition to the ground-level open space. Inclusion of roof-top gardens and recreational amenities could provide residents and building tenants with high quality outdoor open spaces. The use of sustainable materials and concepts should be integral to the design of the roof-top open spaces. The roof-top open space should also be integrated with the architecture and serve as an extension of each building's common areas.

Tree Canopy:

The overall City goal is to achieve 40% tree canopy tree coverage by 2020. The Plan area currently contains a significant amount of the City's urban tree canopy. The redevelopment will result in the loss of a significant amount of the existing tree canopy. The Plan recommends a canopy coverage requirement of 40% for each neighborhood, which can be met through a combination of on-site and/or off-site improvements.

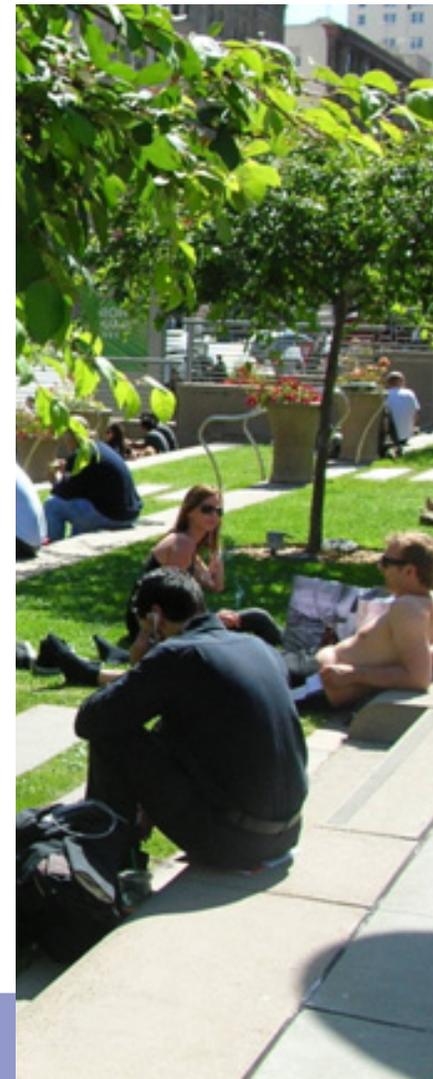
Open Space—Programming Plan:

Because of the number and interconnected nature of the parks and the phased implementation, the Plan is recommending submission of an overall plan as part of the development review process to ensure a coordinated approach to the park design and programming. The Plan will be updated with each development special use permit. The Urban Design Guidelines and Standards will also contain design standards for the parks, open spaces and greenways.

J. LAND USE—FUTURE ZONING (COORDINATED DEVELOPMENT DISTRICT)

The Plan recommends the creation of new CDD zoning for the redevelopment sites. The CDD zoning is recommended for the designated redevelopment sites to implement elements of the Plan such as streets, transit and open space located among the various property owners.

The rezoning will be contingent on compliance with the vision, intent and recommendations of the Plan and future Urban Design Standards and Guidelines (including a definitive plan agreed to by the property owners and the City addressing financing the plan improvements) and approval of subsequent rezoning(s), CDD Concept Plan(s) and applicable approvals by the City. The Plan does not recommend changing zoning for properties within the Plan area other than the potential redevelopment sites (Figure 8). The recommendations of the Plan will function as the CDD Guidelines and basis for approval of a subsequent rezoning(s).



■ Table 4: Development Summary

NEIGHBORHOOD	PRINCIPAL LAND USES	MAXIMUM BUILDING HEIGHT	OFFICE	FLOOR AREA (SQ FT) BY USE				TOTAL SQ. FT.
				RESIDENTIAL	REQUIRED RETAIL	OPTIONAL RETAIL ³	HOTEL	MAXIMUM
1. Town Center	Residential/Office/Retail/Hotel	70 - 130	405,165	2,408,145	200,000	109,245	126,845	3,249,400
2. Garden District	Residential	45 - 70	0	1,102,260	0	21,355	0	1,123,615
3. Greenway	Residential	45 - 70	0	2,030,745	0	13,250	0	2,043,995
4. Adams	Office/Retail/Hotel	45 - 110	1,020,765	0	0	15,000	100,000	1,135,765
5. Upland Park	Residential/Office/Retail/Hotel	45 - 110	75,470	590,000	0	16,000	75,000	1,156,470
6. Southern Towers	Office/Retail	45 - 110	195,000	-	25,000	80,000	100,000	
7. Seminary Overlook	Residential	70	0	979,745	0	0	0	979,745
Total			1,696,400	7,110,895	225,000	254,850	401,845	9,688,990

Notes:

- ¹ Community facilities, public buildings and accessory uses may be provided within any neighborhood in addition to the maximum permitted development; however, the uses will be subject to the height requirements, urban design standards and guidelines, and other applicable requirements as part of the rezoning(s) or Development Special Use Permit.
- ² Development within the total floor area permitted may be permitted to be transferred. The standards for the transfer will be determined as part of the rezoning(s) and require approval as part of a Development Special Use Permit.
- ³ Optional retail use may be provided if approved as part of the development review process, subject to the locations depicted in the Plan.
- ⁴ See Table 3 for required parking.
- ⁵ Development Summary Table is exclusive of parking.

LAND USE RECOMMENDATIONS

4.1 The land use strategy is based on:

- Density at Transit Stops;
- A Balance of Commercial and Residential Uses;
- A Mix of Land Uses Within Each Neighborhood;
- Concentrate Retail At Transit Stops;
- Building Height at Transit Stops;
- Appropriate Height Transitions to Existing Neighborhoods;
- Transit Supportive Parking;
- Centrally located open space-park within each neighborhood;
- An Greenway adjacent to the Winkler Botanical Preserve; and
- A variety of open spaces such as community gardens, athletic fields, passive open space, urban squares and neighborhood parks.

4.2 The land uses within each neighborhood will generally consist of the following:

- Town Center Neighborhood - Mixed Use Town Center, with residential, office, retail, and hotel.
- Garden District Neighborhood - Primarily residential with a fire station.
- Greenway Neighborhood - Residential

- Adams Neighborhood – Office use.



- Seminary Overlook Neighborhood - Existing and proposed new residential uses.

- Upland Park Neighborhood - Office, hotel, residential and retail uses.

- Southern Towers - Office, retail, and existing residential uses.



Developers are encouraged to locate complementary land uses in close proximity to each other so as to reduce dependency on the automobile and encourage residents, workers and visitors to use alternative modes of transportation.

Balancing Land Uses



4.3 Mix of land uses and mixed-use zoning should be encouraged to enhance activity throughout the day and evening.



4.4 Provide a balance of residential, office hotel and retail uses and open spaces to maximize walkability and transit use.



4.5 The general character of the neighborhoods should allow for a variety of building types (townhouses, multi-family, office, hotel, and retail) in a pedestrian-friendly public realm.

Land Use - Zoning

-  4.6 Establish new CDD zoning for the designated redevelopment sites (Figure 8) to implement the Vision and recommendations of the Plan.
-  4.7 The redevelopment for each neighborhood will be subject to Table 4.

Building Height - Types

-  4.8 Implement the maximum building heights for each neighborhood consistent with Figure 30 and Table 4. In addition to the maximum heights the future zoning will establish minimum heights for each neighborhood.
-  4.9 Ensure that the ceiling heights and depths for various uses are flexible to encourage a broad range of uses within the multi-family, retail mixed-use and commercial buildings, particularly the ground floor.
-  4.10 The new building(s) and development will be compatible with the scale of the existing homes and neighborhoods through the use of building shoulders, open space, building step-backs and setbacks.
-  4.11 Within the primarily residential portions of the Plan area, a variety of building types and heights is encouraged.

Parking Strategy

-  4.12 Implement transit-oriented parking maximums consistent with Table 3. Parking Management will be part of each Development Special Use Permit.

-  4.13 Each building and block is required to provide a minimum of one full level of underground parking. All of the parking for some of the blocks is required to be located below grade (Figure 32A).

-  4.14 Above-grade structured parking (provided that a minimum of one level is below grade) may be located within the central portion of the block, provided each level of the entire perimeter of each street and/or park frontage is devoted to active uses (residential, office or retail uses) for a minimum depth of 30 ft., unless additional depth is required to comply with the applicable retail requirements. Above grade parking adjacent to I-395 may be permitted to be screened with architectural treatment and/or active uses as required through the development review process and Urban Design Standards and Guidelines.

-  4.15 On-street parking is generally required for all of the streets, excluding the park frontages and Seminary Road. A limited number of on-street parking spaces may be permitted on North Beauregard Street.

-  4.16 Encourage shared parking in commercial/mixed uses areas of the Plan area.

-  4.17 On-street parking near the Required Retail (Figure 26) will be metered and managed.

-  4.18 Surface parking lots, other than parallel on-street parking, are prohibited.

Open Space

-  4.19 An interconnected park and greenway system should be implemented to provide residents, employees, and visitors' access to local and regional active and passive recreational amenities consistent with Figure 42.

- I** 4.20 Ensure that there are linkages between adjacent developments and public parks, school and other public buildings.
- I** 4.21 Explore the possibility of collocating uses in open space, for example, entertainment, civic and cultural uses, historical interpretation and, public art.
- I** 4.22 A range of open space types should be provided including active and passive recreational opportunities.
- M** 4.23 Any new development must preserve the integrity, continued existence of Dora Kelley Nature Park, Chambliss Park, the Holmes Run Park, and the Winkler Botanical Preserve, ensure that there is a comprehensive system of pedestrian, and bike trails connecting to these parks.
- M** 4.24 Make development tree-friendly and hospitable to the “urban wildlife”.
- M** 4.25 Respect the “green landscaped and open heritage” of the Plan area.
- I** 4.26 Employ sound urban forestry principles and practices to improve the City’s tree canopy.
- M** 4.27 The neighborhood parks shall be designed in a way a variety of uses to serve as gathering places for residents and visitors.
- I** 4.28 The accessibility of parks, plazas, central gathering points, dog parks, retail and the like should invite walking rather than driving.
- M** 4.29 Encourage family-oriented neighborhoods by providing there is open space and programing for children play areas (non-organized) and organized areas. A minimum of one tot-lot will be provided within each neighborhood. Additional tot-lots and/or children play area may be required as part of the development review process. Consider the use of additional amenities such as spray for the children play spaces.

- D** 4.30 At least one fenced, public dog park to accommodate large and small breeds shall be provided within the Greenway Park. The dog park will be a minimum .5 acre and include water, double gates, shade, and be designed to all applicable City requirements. Additional dog-parks may be provided as part of the development review process. Explore the possibility of locating these facilities on the roof-tops of the multi-family buildings. Dog parks will be located outside the resource protection area (RPA).
- M** 4.31 Require the submission of a neighborhood comprehensive Open Space Plan to identify the programming within each park/public open space. The Plan will be submitted with the first development special use permit and updated with each subsequent development special use permit.
- M** 4.32 The parks/open space required within the Proposed Open Space Plan (Figure 42) will be implemented with the development of each neighborhood:
- N** 4.33 The Plan recommends that streams be improved and the RPA reforested to maximize functional ecological potential.
- N** 4.34 The Town Center open space-square should be designed to encourage programming, including:
 - a. Outdoor dining and public areas for retail shops and restaurants;
 - b. space for outdoor (and possibly indoor and/or covered) entertainment events;
 - c. public art; and
 - d. Outdoor shows, displays, craft fairs, ethnic fairs.

D Discussion - BCSG Comment that Requires Additional Discussion

I Incorporated - Comment Incorporated as Submitted by BCSG

M Modified - Incorporated BCSG Comment with Proposed Staff Refinement

N New - Recommendation Proposed by Staff

- ▲ 4.35 The greenway, Dora Kelley extension and the park within the Upland Park neighborhood will be dedicated to the City. The remainder of the open spaces will provide a perpetual public access easement and will be privately maintained.
- M 4.36 In addition to the open space-parks within each neighborhood, a minimum level of ground level and roof-top open space will be required for each neighborhood as part of the rezoning(s).
- ▲ 4.37 In addition to the ground level and roof-top open space, amenities such as swimming pools, exercise facilities etc. are encouraged as part of each building and/or block. The location, amount and types of programming should be identified and approved as part of the required Open Space – Programming Plan.
- M 4.38 An athletic field, sized to accommodate multiple activities or sports (i.e. soccer, football, lacrosse, rugby) with synthetic turf and lighting will be located near William Ramsey School and should have access to sufficient parking, restrooms and trash receptacles.
- ▲ 4.39 Two pedestrian bridges will be required within the Holmes Run – Turkey Run Greenway as generally depicted in Figure 34. The design parameters of the bridges will be part of the development review process.
- M 4.40 The Plan strongly encourages the provision of community gardens. A minimum of one community garden will be provided within the Greenway Park. The community gardens are an area where residents would be able to plant vegetables, herbs, and flowers. The garden area would need to have access to water and space for composting and storing equipment. Efforts should

be made to locate the community gardens outside of the flood plain. In addition, roof-top gardens are encouraged as part of the residential buildings.

- ▲ 4.41 The redevelopment areas are required to provide 40% tree canopy coverage, which may be provided on-site or as a combination of on-site and off-site improvements.
- ▲ 4.42 A open space within the Adams neighborhood (Figure 40) will be designed to accommodate potential use by the adjoining school.
- ▲ 4.43 The stormwater pond within the Greenway, will be designed to be integrated into the overall design of the park.

A. Retail Uses

- M 4.44 Locations with Required Retail will be provided as depicted in Figure 26. The amount of Required Retail provided within each location will be subject to Table #4.
- M 4.45 Encourage neighborhood-serving retail uses, including the potential provision of a grocery store within the Town Center and Upland Park/Southern Towers Neighborhoods.
- ▲ 4.46 The optional retail depicted within Table # 4, while not required may be permitted within each neighborhood as part of the development review process. The provision of the optional retail will require the submission of a separate retail marketing study that justifies the additional retail. The study will be in a form and include all necessary information requested by the Director of P&Z as part of the development review process. The zoning will also establish criteria to review the optional retail.

N The optional retail will be approved by the Planning Commission and City Council as part of the development review process. The future zoning will establish standards for the optional retail consistent with the intent and vision of the Plan.

N 4.47 Explore the possibility of allowing street carts-vendors.

M 4.48 Encourage opportunities for live-work and comparable ground floor uses.

4.49 The Urban Design Standards and Guidelines will include:

N **D** a. Standards and guidelines for all retail uses, including large-format retailers.

M b. Standards for retail storefronts and signage.

M 4.50 Require the submission of a comprehensive retail marketing strategy prior to the submission of a development special use permit for the first building and updated with each subsequent development approval.

N 4.51 Require district-wide management of retail (i.e. business improvement district, or other similar entity) for the Town Center, Southern Towers, and Upland Park Neighborhood retail.

M **D** 4.52 While grocery stores, fitness centers, cinemas and other similar retail uses may be appropriate within the Plan area through the DSUP process, the Plan area should generally not be the location for a large format destination retail stores.

N 4.53 The City and the developer(s) of the designated redevelopment sites (Figure 8) will be responsible for coordinating with the existing Mark Center transportation management plan (TMP) to ensure transit connections between the existing office building and the Required Retail areas.

