

SCHEDULE

- **Tonight:** Steering Committee discusses goals
- **Monday:** Community Meeting: locating centers and connections
- **November 10th:** Steering Committee: transportation, existing conditions, market study
- **December 8th:** Community Meeting #4: conceptual land use options

DRAFT GOALS + VISION

- **Goals:** What do we hope to achieve?
- **Vision:** What will result when we achieve the goals?

GOALS: WHAT ARE THE BUILDING BLOCKS?

- What we heard at the EW community meetings
- Relevant citywide goals, such as improved mobility choices, economic development, and standards for open space
- Principles of good planning

TONIGHT'S PROCESS

- Do we have the right goal categories?
- What themes or concepts should be in each goal?
- What words or phrases best describe what we want?

Revised goals inform a new vision statement

CURRENT GOAL CATEGORIES

1. Economic Development
2. Land Use
3. Housing
4. Building Height & Size
5. Neighborhood Character & Services
6. Streetscape & Public Space
7. Circulation & Connectivity
8. Parks, Open Space & Recreational Opportunities
9. Sustainability & Environment
10. Implementation

ECONOMIC DEVELOPMENT

Goal: Eisenhower West will be an integral part of the economic engine of the Eisenhower Valley in which economic development, employment opportunities, and job creation are promoted.

Themes

- **Capitalize on the economic development potential created by the Van Dorn Metro Station, proximity to the Capital Beltway, and presence of large land holdings**
- Make Eisenhower West attractive to businesses by adding amenities they want
- Large format retail provides economic vitality; can be replaced later with higher density development
- Pop up retail or food trucks will introduce economic activity pending future redevelopment
- Save/promote restaurants, retail, and other businesses that are unique
- Increase population to support local businesses
- Provide small businesses and incubators, including green technology and specialty industry
- Preserve affordable retail and business space
- Maximize the variety of uses to promote job creation and economic sustainability
- Preserve existing jobs to the extent possible

LAND USE

Goal: Eisenhower West will have a vibrant mix of uses including office, commercial, light industrial, and residential with community facilities, services, and amenities achieved through phased implementation.

Themes:

- A mix of uses allows residents to live, work, shop, and recreate in the area
- Prioritize high density non-residential closest to the Metro station
- Phase out incompatible uses, when possible, over time
- Provide needed/desired public facilities, such as parks, possibly a school
- Add/preserve retail for daily/weekly needs, destination retail, and unique retail
- Allow interim temporary retail, including destination retail and big box retail
- Don't add new uses that cause noise and environmental pollution, traffic hazards, and unattractive visual appearances

HOUSING

Goal: Eisenhower West will be a neighborhood that is accessible to a variety of income levels, ages, and household sizes through a range of housing types.

Themes

- A balanced mix of options, not just one type or size
- Both for-sale and for-rent
- Quality construction and architecture
- Housing for seniors to age in place
- Housing affordable to a wide range of incomes

BUILDING HEIGHT + SIZE

Goal: Eisenhower West will be a transit-oriented community that features taller buildings closer to the Van Dorn Metro station and along Van Dorn Street.

Themes

- The highest permitted heights and densities will be closest to the Metro Station
- Mid-to-high rise along Eisenhower Avenue to the east
- Community said mid-to-high rise OK on Pickett west of Van Dorn, but Pickett Place will be largely mid-rise
- Low to mid-rise buildings on Pickett adjacent to Cameron Station
- Adequate parking, but consistent with available high quality transit

NEIGHBORHOOD CHARACTER + SERVICES

Goal: Eisenhower West will have an unique identity and abundance of services for its diverse group of residents, visitors, and businesses.

Themes

- Livability is improved by having civic, institutional, and cultural amenities, such as schools and recreation centers, in EW
- Build on what's unique about the neighborhood's natural, historic, and cultural resources, including its unique mix of ethnic restaurants
- Embrace the area's industrial heritage
- Ensure high quality and distinct design of buildings and public spaces
- Create places and opportunities for cultural events, performances, and public art

STREETScape + PUBLIC SPACE

Goal: Eisenhower West will have a safe and active public realm for enjoyment by residents and visitors of all ages and abilities focused on Eisenhower Avenue, Van Dorn Street, and Pickett Street.

Themes

- **Humanize Van Dorn Street so that it becomes safer for pedestrians and more attractive to residents and shoppers**
- Improve the appearance, usability, safety and cleanliness of sidewalks, crosswalks, and public spaces
- Improve wayfinding signage, lighting, street furnishings, crosswalks, paving, and vegetation
- Improve existing trees while adding new street trees and plantings
- Civic parks or plazas in areas of higher density development
- Include fountains or other water features
- Provide outdoor seating areas for restaurants and cafes

CIRCULATION + CONNECTIVITY

Goal: Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility.

Themes

- **Increase the usability of the Van Dorn Metro Station to Alexandria residents**
- **Provide better access by Alexandria residents citywide to the future amenities of the area**
- **Relieve traffic congestion on Van Dorn Street and streets intersecting with Van Dorn Street**
- Promote Eisenhower Avenue as the central spine of the Eisenhower Valley
- Add bikeshare stations at major destinations in Eisenhower West
- Provide safe bicycle and pedestrian facilities and crossings to schools, transit, parks and other community amenities
- Implement the planned multi-modal bridge
- Implement the Farrington Road extension to Edsall Road to improve circulation and development opportunities
- Protect residential areas from increased traffic

PARKS, OPEN SPACE + RECREATIONAL OPPORTUNITIES

Goal: Eisenhower West will have a connected, accessible, and identifiable open space system featuring the green spine of Backlick Run and a growing network of adjoining parks, trails, and green space.

Themes

- **Provide recreational opportunities commensurate with the needs of current and future residents, and in the context of citywide needs for recreation and open space**
- Greenways and trails as connections between parks and other destinations in EW
- Increase tree cover throughout EW, including street trees
- Enhance and naturalize Backlick Run
- Connect trails within the stream corridors of Cameron Run, Backlick Run, and Holmes Run to surrounding neighborhoods
- Continue to enhance Armistead Boothe Park. Preserve and enhance Ben Brenman Park, Hensley Park, and Clermont Park
- Identify sites for new high-quality green spaces including passive green spaces, pocket parks, active green spaces, athletic fields, playgrounds, and dog parks
- Opportunities for recreational programs, classes, and activities

SUSTAINABILITY + ENVIRONMENT

Goal: Eisenhower West will have a healthy natural resources system that will foster stewardship among its residents.

Themes

- **Solve flooding problems at Backlick Run and Cameron Run**
- Improve stormwater management through reduced impervious surface, enhanced stormwater detention
- Incentivize the relocation or reconstruction of existing buildings located within the 100-year floodplain
- Pursue sustainable building and site design
- Reduce pollution and greenhouse gases by increasing tree cover and creating opportunities for non-motorized travel
- Implement the principles of Alexandria's *EcoCity Charter*

IMPLEMENTATION

Goal: The Eisenhower West vision will be achieved through phased implementation focused on prioritizing the improvement and addition of neighborhood amenities and services.

Themes

- **Provide incentives for relocation of certain industrial uses while enabling the retention of community-serving uses**
- **Provide a plan that is implementable in market and financial terms, in a phased approach**
- Initial phases will focus on adding amenities and other improvements that will attract visitors and economic development
 - Early additions may be food trucks, pop-up stores, and streetscape improvements
 - Pursue a mix of high volume, large format retailers as well as creative or unique businesses
- Have a clear but flexible long term vision and focus on making desired change happen as soon as possible
- Develop a phasing and funding strategy for needed facilities and infrastructure
- Ensure “interim uses” don’t preclude long term vision
- Ensure the Van Dorn Metro station area is redeveloped for higher density commercial uses

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VISION STATEMENT: What will result if the goals are achieved

- Staff will build a new draft vision statement based upon the goals refined tonight
- The draft vision statement will be posted online for comment using our “Alex Engage” tool
- Staff will bring a revised vision statement back to the Steering Committee for refinement and agreement

VISION STATEMENT: What will result if the goals are achieved

Building on its unique assets, Eisenhower West will showcase a variety of uses, including thriving commercial and light industrial businesses along Eisenhower Avenue, an active Van Dorn Metro station, a vibrant Pickett Street that includes retail, residential uses, and restaurants, and a better connected community through the West End Transitway. Residents and visitors will have access to cultural and civic amenities, high-quality parks and green spaces, active and passive recreation options, and a revitalized local stream system. Walkability and connectivity will be enhanced to allow community members to travel through a safe and pleasant environment to their daily destinations. The vision for Eisenhower West will be achieved through phased implementation, interim uses, and community amenities to attract future development. **Eisenhower West will provide a high quality of life for a culturally, economically, and generationally diverse community.**

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Notes