

## STEERING COMMITTEE

### PLAN AREA NEIGHBORHOODS INFORMATION

City of Alexandria | Department of Planning and Zoning  
May 18<sup>th</sup>, 2015

**PURPOSE:** In preparation for the 13<sup>th</sup> Steering Committee meeting on Tuesday, May 19<sup>th</sup>, we wanted to share information on neighborhoods identified within the Eisenhower West plan area. Below is a description of these neighborhoods along with a breakdown of land use, height, and FAR that will be used in transportation and infrastructure analyses. Attached are maps of the plan area identifying the six neighborhoods and existing zoning. Neighborhood guidelines will be discussed in greater detail at the May 19<sup>th</sup> Steering Committee meeting.

#### Plan-wide Land Use Guidelines

The Eisenhower West Small Area Plan envisions the gradual transformation of the plan area into a series of distinctive neighborhoods with a rich mix of uses that allow residents, employees, and visitors to live, work, shop, play, learn, and recreate in a cohesive and sustainable environment.

#### 1 Commercial

- Commercial includes office, hotel, and institutional uses. Institutional uses include medical, educational, and arts facilities.
- Office uses should be located on upper levels above retail in locations where retail is encouraged.
- Commercial office uses are required in Neighborhood 4, Van Dorn Metro Center, and are encouraged in Neighborhoods 1, 2, 5, and 6.
- Focus commercial office, hotel, and institutional development primarily at transit hubs (the Van Dorn Metro Station and West End Transitway stops) and along primary framework streets (particularly Van Dorn Street and Eisenhower Avenue).

#### 2 Residential

- Residential uses in Eisenhower West include single family attached housing (row homes or townhomes) multi-family residential buildings, and senior living facilities.
- Provide both for-sale and for-rent multi-family housing.
- Provide affordable housing in accordance with city policies.
- Provide the continuum of senior living (from independent living, assisted living, nursing homes, and memory care). Independent living projects should be proximate to community amenities and transit.

#### 3 Retail

- Retail uses include neighborhood shops, large format (or “big box”) stores, grocery stores, restaurants and cafes.
- Retail should be located at the base of buildings along primary streets including Eisenhower Avenue, South Pickett and Van Dorn Streets to the extent possible.
- Encourage neighborhood-serving retail that can attract walking shoppers at identified nodes and transit stations/stops.
- Large-format or retail that is primarily auto-served should be located in areas beyond a 1/2 mile of the Van Dorn Metro station and encouraged in Neighborhood 6. Large-format retail may be appropriate within a 1/2-mile of the Van Dorn Metro station in locations facing Van Dorn Street.

- Retention of existing local retail establishments is encouraged.

#### 4 Flex

Flex is a term that covers a wide variety of businesses that are traditionally located in light-industrial or warehouse-type spaces because of the low cost of leasing the space compared to rents in more prominent retail locations. These businesses are an important source of employment and include light industrial uses, production/distribution/repair services, spaces for start-up companies, technology companies, innovation, and “maker” companies. Examples also include pet services, catering/food services, and contractor offices. These businesses sometimes have a “showroom component,” or a retail component.

- Flex uses are encouraged in Neighborhood 1 to promote this area as the Van Dorn Innovation District.
- Flex uses should be located on the ground levels of buildings with residential, commercial, office, or institutional above.
- Buildings with flex businesses should include active uses along street frontages. This includes an entrance to the business, reception area/waiting room, and spaces such as a showroom or cafe space.
- Neighborhood serving retail is permitted within flex space.
- Flex may be integrated into a neighborhood vertically (as, for example, the ground floor of a residential building) or horizontally (as, for example, a flex building adjacent to a residential building).
- Retention of existing local flex establishments is encouraged.

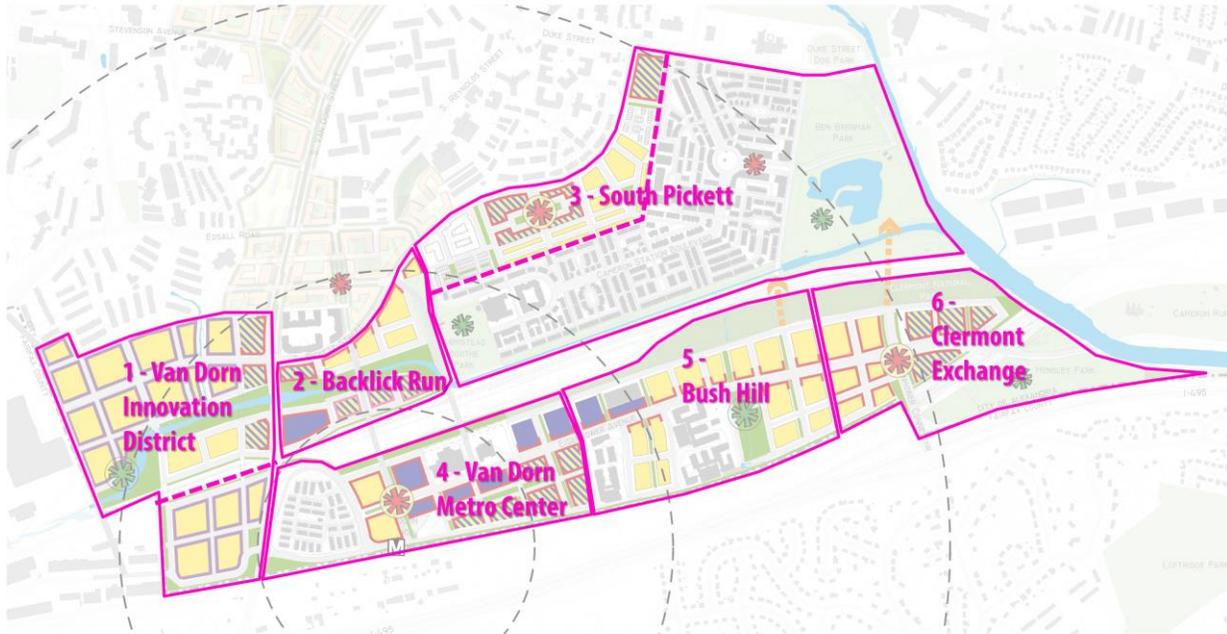
#### 5 Community Facilities

- Provide a site for a new urban school in the Eisenhower West area.
- Provide a site for a new community recreation center
- Consider the co-location of community facilities with each other and with other desired uses such as affordable housing.

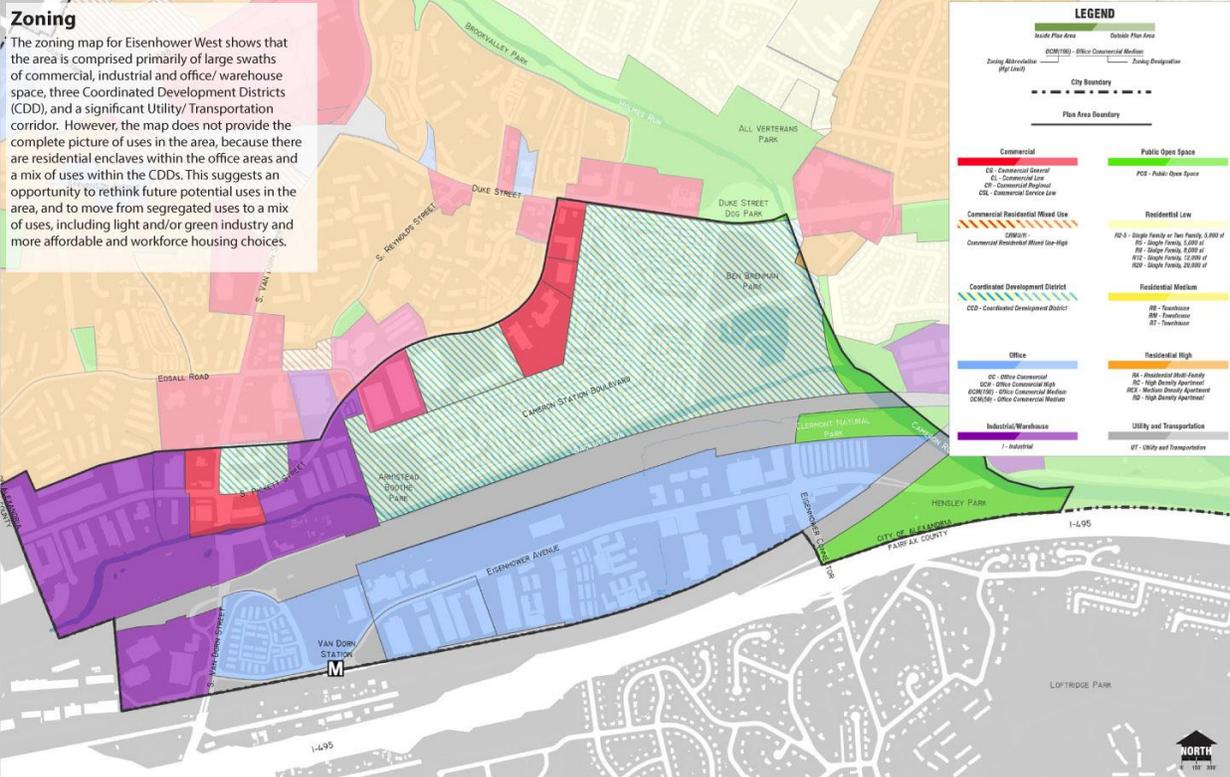
#### 6 Parking

- Place all parking below grade to the extent possible to reduce block sizes, activate street frontages, and encourage pedestrian activity. Where there is sufficient change in topography, parking may be tucked into the grade, such as in Neighborhood 1.
- Below grade parking is required for buildings in Neighborhood 4.
- A minimum of 1 level of parking below grade is required for buildings in Neighborhoods 1, 2, 3, 5, and 6. Parking tucked into grade if screened may be counted as below grade parking.
- When parking is located above grade, the frontage of each level facing a street or park/open space is required to have active uses (residential, office, hotel, and/or retail use).
- Consider placing recreational facilities on top of parking structures. Ensure that these facilities are clearly visible, inviting to the public, and easily accessible.
- Surface parking areas are greatly discouraged, except where interim uses are being considered (to be defined in the Implementation chapter). Where surface parking is necessary, it should be located in the rear so that activities can face the street or park/open space.
- Provide on-street parking along all new streets. Evaluate parking along Eisenhower Avenue and Van Dorn Street. On-street parking may not be appropriate for service roads.
- Integrate green building practices in parking design.

# Eisenhower West Neighborhoods



**Zoning**  
 The zoning map for Eisenhower West shows that the area is comprised primarily of large swaths of commercial, industrial and office/ warehouse space, three Coordinated Development Districts (CDD), and a significant Utility/ Transportation corridor. However, the map does not provide the complete picture of uses in the area, because there are residential enclaves within the office areas and a mix of uses within the CDDs. This suggests an opportunity to rethink future potential uses in the area, and to move from segregated uses to a mix of uses, including light and/or green industry and more affordable and workforce housing choices.



## **Neighborhood 1: Van Dorn Innovation District**

*The Van Dorn Innovation District will create a unique opportunity in Eisenhower West to retain affordable space for a variety of businesses currently in the plan area including light manufacturing of goods along with capitalizing on potential catalyst businesses from the future headquarters of the National Science Foundation in nearby Eisenhower East. This neighborhood will marry the ideas described with housing or office to provide a unique neighborhood of live/work typologies, flex office and lab spaces to foster innovation, neighborhood-serving retail, and the restored amenity of Backlick Run. This neighborhood has also been identified as a location for an elementary school, due to the large number of school children west of Van Dorn and south of Duke Street and the high enrollment at Samuel Tucker Elementary.*

### **1 Existing Zoning: Industrial/CG**

- Allowable Land Uses:
  - Industrial: Light to medium industrial use including service, distribution, manufacturing, wholesale and storage facilities at low densities
  - CG: Retail and service uses, including automobile-oriented businesses, in community serving shopping centers along major roads; Although office uses are permitted, the zone is not intended as an area for office centers
- FAR By-right: 0.85 (Industrial), 0.5 (CG/non-residential), 0.75 (CG/residential not to exceed a maximum of 27 units/acre for multifamily or 22 units/acre for townhouses)
- FAR with SUP: 1.25 (industrial)
- Height: 50 feet
- By-right development (maximum potential GSF): 2.9 million SF

### **2 Land Use to be Tested in Transportation Analysis**

- Development Square Footage: 2.3 million SF
- Land Use Mix
  - Commercial: 2%
  - Retail: 2%
  - Residential: 86%
  - Flex: 10%
  - Open Space: 30% overall for residential uses, including Backlick Run
- Gross FAR: 0.7

### **3 Proposed Neighborhood Land Use Concept Guidelines**

- Maximum development potential to be determined by transportation analysis
- No less than 10% flex
- A hotel is not prohibited but other neighborhoods are better locations for a hotel
- Up to 75% residential
- Height:
  - ½-mile beyond Metro: 5 stories (with flexibility for height variation and enhanced top-of-building elements)
  - ¼ to ½-mile from Metro: 15 stories
- 30% open space for residential development, which may be pooled for Backlick Run and neighborhood parks
- Plan-wide parking guidelines apply, however, where topography is a factor, parking maybe tucked into grade and screened

## **Neighborhood 2: Backlick Run**

*The Backlick Run neighborhood will be a mixed use community encompassing the restored Backlick Run. Office and commercial uses will exist along Van Dorn Street with residential uses along Pickett Street. This neighborhood would also be an ideal location for a community facility.*

### **1 Existing Zoning: Industrial/CG**

- Allowable Land Uses:
  - Industrial: Light to medium industrial use including service, distribution, manufacturing, wholesale and storage facilities at low densities
  - CG: Retail and service uses, including automobile-oriented businesses, in community serving shopping centers along major roads; Although office uses are permitted, the zone is not intended as an area for office centers
- FAR By-right: 0.85 (Industrial), 0.5 (CG/non-residential), 0.75 (CG/residential not to exceed a maximum of 27 units/acre for multifamily or 22 units/acre for townhouses)
- FAR with SUP: 1.25 (industrial)
- Height: 50 feet
- By-right development (maximum potential GSF): 1.0 million SF

### **2 Land Use to be Tested in Transportation Analysis**

- Development Square Footage: 1.3 million SF
- Land Use Mix
  - Commercial: 46%
  - Retail: 5%
  - Residential: 49%
  - Flex: 0%
  - Open Space: 30% overall for residential uses, including Backlick Run
- Gross FAR: 1.2

### **3 Proposed Neighborhood Land Use Concept Guidelines**

- Maximum development potential to be determined by transportation analysis
- Up to 20% retail and up to 50% non-residential
- Up to 75% residential
- Height: 15 stories
- 30% open space for residential development, which may be pooled for Backlick Run
- Plan-wide parking guidelines apply

### **Neighborhood 3: South Pickett**

*The South Pickett neighborhood will continue the successful walkability and scale of Cameron Station through townhomes, pocket parks, and neighborhood-serving retail.*

#### **1 Existing Zoning: CDD8/CG/CRMU-M**

- Allowable Land Uses:
  - CDD8: Trade Center, CG zone regulations apply, mix of retail and residential uses with limited office
  - CG: Retail and service uses, including automobile-oriented businesses, in community serving shopping centers along major roads; Although office uses are permitted, the zone is not intended as an area for office centers
  - CRMU-M: Residential Business and professional office; Convenience store within an office complex; Day care center; Health and athletic club located within a shopping center, hotel or office complex; Medical laboratory; medical office; Motor vehicle parking or storage for 20 vehicles or fewer; Personal service establishment; Public school; Radio or television broadcasting office and studio; Restaurant located within a shopping center or hotel; Retail shopping establishment, up to 20,000 gross square feet; Utilities and Accessory uses, as permitted
- FAR By-right: 0.75 (CG), 1.0 (CRMU-M)
- FAR with SUP: 2.0 (CRMU-M)
- Height: 50 Feet (CG), 77 Feet (CDD 8), 85 Feet (CRMU-M)
- By-right development (maximum potential GSF): 1.0 million SF

#### **2 Land Use to be Tested in Transportation Analysis**

- Development Square Footage: 600,000 SF
- Land Use Mix
  - Commercial: 20%
  - Retail: 9%
  - Residential: 71%
  - Flex: 0%
  - Open Space: 30% overall for residential uses
- Gross FAR: 0.5

#### **3 Proposed Neighborhood Land Use Concept Guidelines**

- Maximum development potential to be determined by transportation analysis
- Up to 20% retail and up to 50% non-residential
- Up to 75% residential
- Height: 5 stories (with flexibility for height variation and enhanced top-of-building elements)
- 30% open space for residential development, which may be pooled into a pocket park
- Plan-wide parking guidelines apply

## Neighborhood 4: Van Dorn Metro Center

*Van Dorn Metro Center is a major node within Eisenhower West consisting of a mix of office, commercial, and residential uses surrounding a lively public plaza at the Van Dorn Metro Station.*

### 1 Existing Zoning: OCH/OCM (100)/UT

- Allowable Land Uses
  - OCH: Designed to allow office centers in those areas suitable for high density and heights; Residential; Business; Medical facilities (e.g. hospital, office building); Convenience store, restaurant, health club located within a shopping center, hotel, industrial or flex space office complex); Cemetery; Utilities and accessories as permitted; Places of worship; schools; Motor vehicle parking or storage for 20 vehicles or fewer; Radio or television broadcasting office and studio; Retail shopping establishment, on the same lot as office use, up to 20,000 gross square feet
  - OCM (100): Areas of primarily office use at moderate densities in areas of the city where higher densities are inappropriate either because the access to major transportation facilities is limited or because the area is close to residential areas or both but where greater heights will not negatively impact adjacent areas.(Residential; Business and professional office; Cemetery; Church; Convenience store within an office complex ;Day care center; Health and athletic club located within a shopping center, hotel, industrial or flex space center or office complex; Medical laboratory; Medical office; Motor vehicle parking or storage for 20 vehicles or fewer; public school; Radio or TV broadcasting office and studio; Retail shopping establishment, up to 20,000 gsf; Restaurant, located within a shopping center, hotel or industrial or flex space center; Utilities and accessories as permitted)
  - UT: Utilities
- FAR By-right: 1.25 (OCH, if located within 1,000 SF of Metro, may develop up to 2.0); 1.5 (OCM (100), for residential, not to exceed 1dwelling unit/800 SF lot area or 54.45 units/acre)
- FAR with SUP: 2.0-3.0 (OCH, if located within 1,000 SF of Metro, may develop up to 3.0); None (OCM (100))
- Height: 150 Feet (OCH, OCM(100)), 50 Feet (UT)
- By-right development (maximum potential GSF):3.0 million SF

### 2 Land Use to be Tested in Transportation Analysis

- Development Square Footage: 2.9 million SF
- Land Use Mix
  - Commercial: 54% (including hotel)
  - Retail: 6%
  - Residential: 40%
  - Flex: 0%
  - Open Space: 25% overall for residential uses, including the public space near Metro
- Gross FAR: 1.9

### 3 Proposed Neighborhood Land Use Concept Guidelines

- Maximum development potential to be determined by transportation analysis
- No less than 60% non-residential the majority of which should be office or institutional

- Up to 10% retail
- No more than 40% residential
- Height:
  - 0 to ¼-mile from Metro: 20 stories
  - ¼ to ½-mile from Metro: 15 stories
- 25% open space for residential development, which may be pooled into parks and public spaces near the Van Dorn Metro station and a new open space further east
- Plan-wide parking guidelines apply, particularly below-grade parking requirements
- A hotel is preferred in this location

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## **Neighborhood 5: Bush Hill**

*Bush Hill will be a new residential neighborhood along Eisenhower Avenue with great access to the Van Dorn Metro Station and centered on the historic resource of the former Bush Hill Plantation. Commercial uses line Eisenhower Avenue to create action along the Great Street.*

### **1 Existing Zoning: OCM (100)**

- Allowable Land Uses: Areas of primarily office use at moderate densities in areas of the city where higher densities are inappropriate either because the access to major transportation facilities is limited or because the area is close to residential areas or both but where greater heights will not negatively impact adjacent areas.(Residential; Business and professional office; Cemetery; Church; Convenience store within an office complex ;Day care center; Health and athletic club located within a shopping center, hotel, industrial or flex space center or office complex; Medical laboratory; Medical office; Motor vehicle parking or storage for 20 vehicles or fewer; public school; Radio or TV broadcasting office and studio; Retail shopping establishment, up to 20,000 gsf; Restaurant, located within a shopping center, hotel or industrial or flex space center; Utilities and accessories as permitted)
- FAR By-right: 1.5 (For residential, not to exceed 1dwelling unit/800 SF lot area or 54.45 units/acre)
- FAR with SUP: None
- Height:150 Feet
- By-right development (maximum potential GSF): 3.2 million SF

### **2 Land Use to be Tested in Transportation Analysis**

- Development Square Footage: 1.4 million SF
- Land Use Mix
  - Commercial: 42%
  - Retail: 8%
  - Residential: 51%
  - Flex: 0%
  - Open Space: 30% overall for residential uses, including Bush Hill
- Gross FAR: 0.7

### **3 Proposed Neighborhood Land Use Concept Guidelines**

- Maximum development potential to be determined by transportation analysis
- At least 40% non-residential
- At least 20% office/institutional
- At least 10% retail
- No more than 60% residential
- Height:
  - ¼ to ½-mile from Metro: 15 stories
  - ½-mile beyond Metro: 5 stories (with flexibility for height variation and enhanced top-of-building elements)
- 30% open space for residential development, which may be pooled into a neighborhood park, particularly near the remains of Bush Hill Plantation
- Plan-wide parking guidelines apply, particularly screening of parking

## **Neighborhood 6: Clermont Exchange**

*The Clermont Exchange neighborhood focuses on the retail node at Clermont Avenue. Large format retail along with residential uses and trail access to the Clermont Natural Area and Ben Brenman Park make this the ideal location to live, shop, and recreate in Eisenhower West. Active uses along Eisenhower Avenue continue the Great Street concept.*

### **1 Existing Zoning: OCM (100)/UT/POS**

- Allowable Land Uses
  - OCM (100): Areas of primarily office use at moderate densities in areas of the city where higher densities are inappropriate either because the access to major transportation facilities is limited or because the area is close to residential areas or both but where greater heights will not negatively impact adjacent areas.(Residential; Business and professional office; Cemetery; Church; Convenience store within an office complex ;Day care center; Health and athletic club located within a shopping center, hotel, industrial or flex space center or office complex; Medical laboratory; Medical office; Motor vehicle parking or storage for 20 vehicles or fewer; public school; Radio or TV broadcasting office and studio; Retail shopping establishment, up to 20,000 gsf; Restaurant, located within a shopping center, hotel or industrial or flex space center; Utilities and accessories as permitted)
  - POS: Parks and Open Space
- FAR By-right: 1.5 (For residential, not to exceed 1dwelling unit/800 SF lot area or 54.45 units/acre)
- FAR with SUP: None
- Height: 150 Feet (OCM (100)), 35 Feet (POS)
- By-right development (maximum potential GSF): 1.7 million SF

### **2 Land Use to be Tested in Transportation Analysis**

- Development Square Footage: 800,000 SF
- Land Use Mix
  - Commercial: 21%
  - Retail: 12%
  - Residential: 67%
  - Flex: 0%
  - Open Space: 30% overall for residential uses
- Gross FAR: 0.7

### **3 Proposed Neighborhood Land Use Concept Guidelines**

- Maximum development potential to be determined by transportation analysis
- No less than 40% non-residential
- Up to 70% residential
- Height: 5 stories (with flexibility for height variation and enhanced top-of-building elements)
- 30% open space for residential development, which may be pooled for a neighborhood park
- Plan-wide parking guidelines apply, particularly screening of parking
- Targeted location for interim land uses (to be defined in Implementation chapter)