



City of Alexandria, Virginia

**OLD TOWN NORTH SMALL AREA
PLAN UPDATE**

**ADVISORY GROUP
REPRESENTATIVES CHECK IN**

DATE: Monday, August 29, 2016
TIME: 3:00 – 5:00 PM
City Hall, Sister Cities

OTN SAP UPDATE SEPTEMBER 2015 – JANUARY/FEBRUARY 2017 MEETING SCHEDULE

OTN SAP PLAN UPDATE PROPOSED SEPTEMBER 2015 TO JANUARY/FEBRUARY 2017 PUBLIC REVIEW SCHEDULE August 29, 2016 Working Draft		
MILESTONE DATE	MILESTONE	PURPOSE
September 19, 2016, 7:30 PM	EPC	<ul style="list-style-type: none"> Update on Eco District Study
September 26, 2016, 7:30 PM	Traffic and Parking Board	<ul style="list-style-type: none"> Update on Parking Study
September 29, 2016, 6:00 – 9:00 PM	Advisory Group Meeting #9	<ul style="list-style-type: none"> Draft Plan Update – AG reviews and provides comments on Key Policy Statements for Plan Update Planning Categories and receives updates on Studies
October 4, 2016,	Planning Commission Work Session	<ul style="list-style-type: none"> Draft Plan Update – PC is presented with and provides comments on Key Policy Statements for Plan Update Planning Categories
October 5, 2016	City Council Work Session	<ul style="list-style-type: none"> Draft Plan Update – CC is presented with and provides comments on Key Policy Statements for Plan Update Planning Categories
October 18, 2016 7:00 PM (Tentative)	Community Meeting	<ul style="list-style-type: none"> Draft Plan Update –Community Meeting to Release Draft Plan Update for a 45 Day Public Comment Period (10/20 – 12/5)
October 27, 2016, 7:00 PM (Tentative)	Advisory Group Meeting #10	<ul style="list-style-type: none"> AG receives debrief from Community Meeting AG receives Sewer and Stormwater Management Study Update AG receives Transportation Study Update
November 2016	Transportation Commission	<ul style="list-style-type: none"> TC receives presentation on Traffic Analysis
November 17, 2016, 7:00 PM November 15, 2016, 7:00 PM (Tentative)	Advisory Group Meeting #11	<ul style="list-style-type: none"> AG preparation for 11/29 Community Meeting AG receives Transportation Study Update AG briefed for December Work Sessions
November 29, 2016, 7:00 PM	Community Meeting	Community Comment Period ends by 12/4
December 6, 2016, 7:00 PM (Tentative)	Planning Commission Work Session	<ul style="list-style-type: none"> PC is presented with and provides input relative Community Comments PC receives Transportation Study Update
December 13, 2016, 7:00 PM (Tentative)	City Council Work Session	<ul style="list-style-type: none"> CC is presented with and provides input relative Community Comments CC receives Transportation Study Update
December 14, 2016 (Tentative)	Advisory Group meeting #12	<ul style="list-style-type: none"> Final Draft Recommendations
January/February 2017	Planning Commission City Council	<ul style="list-style-type: none"> Public Hearings Plan Adoption



Draft Outline for OTN SAP Update

**OLD TOWN NORTH SMALL AREA PLAN UPDATE (OTN SAP UPDATE)
PROPOSED OTN SAP UPDATE DOCUMENT - OUTLINE
8.29.2016 WORKING DRAFT**

- I. Executive Summary
- II. Planning, Land Use and Design Chapter
- III. Housing Chapter
- IV. Open Space, Recreation, and Cultural Activities & Historic Preservation Chapter
- V. Economic Development Chapter
- VI. Infrastructure and Environmental Sustainability & Transportation Chapter
- VII. Implementation Chapter
 - A. Phase I – OTN SAP Update is adopted for implementation
 - B. Phase IIA – Future Administrative, Zoning/Regulatory and Schematic Design Related Work
 - a) Establishment of OTN Funds (Streetscape, Open Space)
 - b) Council Action on Plan-related Zoning and Regulatory Changes
 - c) Development of Public Improvements Schematic Designs
 - d) Monitor NRG pre-development processes for incorporation in for Phase IIB
 - C. Phase IIB
 - a) Cost Estimates
 - b) Developer Contributions
 - c) Funding and Phasing Prioritization Plan
- VIII. Appendices
 - A. Matrix of Goals/Objectives for various Planning Categories
 - B. Catalogue of OTN Interpretative Themes and Strategies
 - C. OTN Glossary of Terms
 - D. OTN Urban Design Standards and Guidelines
 - E. Other



CHAPTERS – BY PLANNING CATEGORY (OUTLINE OF CONTENT)

- **Identification of Key Goals/Objectives for the given Planning Category**
- **Summation of Subcommittee/Study Work and Findings**
- **Relevant Graphics**
- **Recommendations based on Policy Statements**



WORKING DRAFT POLICY STATEMENTS

(THIS MATERIAL IS JUST AN UPDATE; THE PLANNING PROCESS REMAINS A CONTINUING WORK IN PROGRESS; ANY FINAL STATEMENTS AND ILLUSTRATIVE ELEMENTS ARE SUBJECT TO FURTHER COMMUNITY INPUT, FULL PLAN DEVELOPMENT AND PLAN ADOPTION, PROVISIONS OF THE ZONING ORDINANCE AND ULTIMATE CITY COUNCIL APPROVAL)

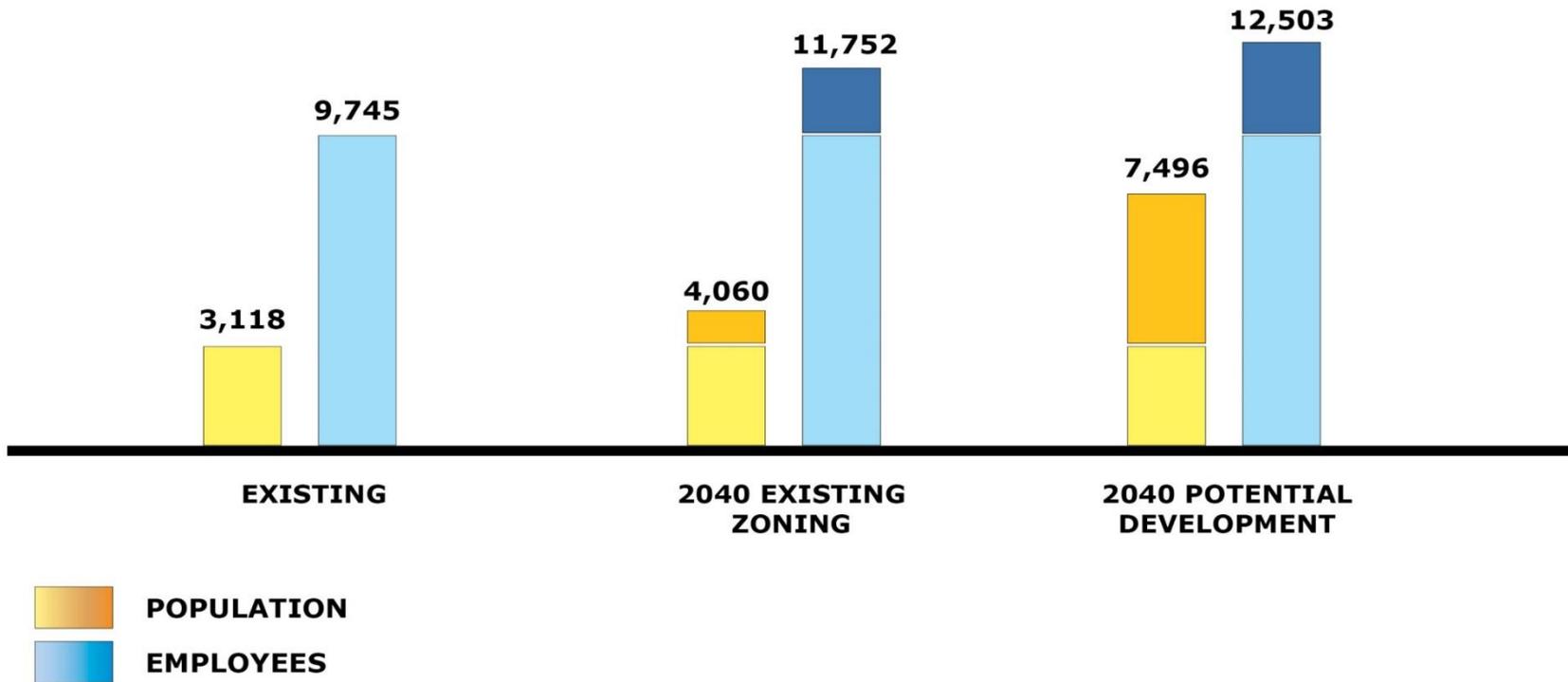


Working Draft of Policy Statements – Economic Development

- **MAINTAIN OLD TOWN NORTH RETAIL FOCUS AREAS AND FLOOR AREA RATIO (FAR) INCENTIVE**
- **ESTABLISH RETAIL CORRIDORS TO CONNECT RETAIL FOCUS AREAS**
- **DEVELOP STRATEGIES TO GROW OLD TOWN NORTH'S CREATIVE ECONOMY, INCLUDING POSSIBLE STRATEGIES TO MAINTAIN CURRENT ART INSTITUTIONS AS ANCHORS**
- **CREATE THE OPPORTUNITY FOR A NEW INNOVATIVE ANCHOR ON NRG WHICH SUPPORTS THE CREATIVE ECONOMY AND PROVIDES OPPORTUNITIES FOR SPIN-OFF ENTREPRENEURIAL/INCUBATOR OPPORTUNITIES AND JOBS.**
- **DETERMINE THE FEASIBILITY OF AN ART AND CULTURAL DISTRICT FOR OLD TOWN NORTH UNDER VIRGINIA CODE.**
- **EXPLORE INCENTIVES TO ATTRACT AND GROW OFFICE USES/TENANTS.**
- **EXPAND AMENITIES TO SUPPORT BOTH DAYTIME AND NIGHTTIME POPULATION.**



POTENTIAL POPULATION - EMPLOYMENT GROWTH



Working Draft of Policy Statements – Planning, Land Use and Design

- **GENERAL**

- Further promote a balanced mix of land uses within the Plan Area.
- Expand opportunities for art and the creative economy, and promote the use of Eco District strategies, high quality design, interpretative themes and on and off-site infrastructure improvements as part of new development.
- Pursue implementation of possible new regulatory initiatives in the Plan Area to help achieve Plan goals/objectives.
- Pursue implementation, as feasible, of proposed re-zonings, as identified in the Plan, to help achieve Plan goals/objectives.
- The updated Old Town North Small Area Plan Standards and Design Guidelines should be adopted as part of this planning process and followed by including property owners, developers, the City, and staff in the planning and review of development within all parts of Old Town North.

Working Draft of Policy Statements – Planning, Land Use and Design (Cont.)

- **Implement streetscape improvement strategies, as reflected in the Plan, through coordination between property owners, developers and the City and also taking into account recommended environmental strategies under the Eco-District Plan.**
- **Promote use of the Housing Master Plan and other affordable housing strategies as part of the Plan in order to provide mixed-income housing opportunities through the Plan Area.**

NRG

Redevelopment of NRG will be subject to environmental, infrastructure and other development-related feasibility studies. In addition, like other provisions of this Plan, the final design of buildings and open space will be subject to all applicable provisions of the Zoning Ordinance, Plan adoption and City Council approval.

- **Expand Old Town North’s grid into the NRG site while ensuring compatibility with neighboring areas and the Parkway.**
- **Expand Old Town North’s mixed use character into the NRG site.**
- **The scale of buildings on NRG should be guided by the Plan’s Illustrative Design.**



Working Draft of Policy Statements – Planning, Land Use and Design (Cont.)

- **The provision of ground level open space and public amenities on the NRG site should be guided by the Plan’s Illustrative Design.**
- **NRG should be considered for a major innovative use and opportunities for spin-off entrepreneurial/incubator uses that can contribute to the creative economy of Old Town North.**
- **A community facility with meeting/event, performance, and recreation space should be considered for NRG or within Old Town North.**
- **East-west views to and from the Waterfront should be maximized on NRG and throughout the Plan Area.**
- **North-south views throughout the Plan Area should be maximized.**
- **Consideration should be given to the design of PEPCO substation’s in a more compact and screened manner.**
- **Exploration of the viability of retaining portions of the industrial character of the NRG site as interpretative art should be undertaken.**



Working Draft of Policy Statements - Housing

- **Mixed income housing development should be a priority in the Plan Area to provide opportunities for a range of households and income groups.**
- **A Density Bonus Program increase from 20% to 30% is recommended to encourage mixed-income housing and affordability throughout the Plan Area.**
- **Exploration of other regulatory strategies is recommended to further expand mixed-income housing and to foster public-private-nonprofit partnerships.**
- **Artist housing, with regulatory and financial tools as well as partnerships that can help foster it, should be considered.**
- **Quality design of all buildings, including housing developments, should follow the Old Town North Urban Design Standards and Guidelines.**



Working Draft of Policy Statements – Housing (Cont.)

- **Quality standards should be a high priority for the exterior design of units within mixed-income developments to ensure an indistinguishable appearance.**
- **Housing developments should incorporate open space and community space for the use of residents and, as possible, for use by the public.**
- **Construction, fixtures and operation of residential developments should meet sustainability standards and guidelines in keeping with the goals of an Old Town North Eco-District Plan.**
- **Housing developments should incorporate universal design to enable residents to age-in-place and improve the safety and utility of housing for people with disabilities; visibility features should be incorporated.**
- **The goal of one to one on-site replacement of ARHA units that have been demolished should be a priority.**
- **A 40 year Term of Affordability should be pursued for affordable units.**



Working Draft of Policy Statements - Open Space, Recreation and Cultural Facilities

- **Pursue rail banking opportunity with Norfolk Southern Railroad for the possible creation of a new trail from the Waterfront to the Mt. Vernon Trail connection on Abingdon Drive and work with other nearby property owners as appropriate.**
- **Pursue an opportunity with NRG for a 1-2 acre active recreational area directly north of the new trail.**
- **Pursue an opportunity with NRG for a 2-4 acre park along the water on NRG.**
- **Leverage the Waterfront Plan to achieve recommendations for the improvements to Old Town North Waterfront Parks.**
- **Leverage the City's Neighborhood Park Improvement Plan and related community recommendations for enhancements to Montgomery Park.**
- **Promote provision of well designed ground level and roof top open space for residents of all new developments throughout the Plan Area, including NRG.**
- **Promote a stronger network of open spaces through more connections between public and publicly accessible spaces.**
- **City and NRG to collaborate on an agreement pertaining to responsibilities related to operation and management of open space on the NRG site and the potential for property transfer.**



Working Draft of Policy Statements - Open Space, Recreation and Cultural Facilities (Cont.)

- **Support enhanced tree canopy throughout Old Town North.**
- **Create the opportunity, through a possible private public partnership, for a community facility within Old Town North that can provide recreation, meeting/event, performance space and accessible public parking.**
- **Promote the provision of other multi-purpose space within new developments.**



Working Draft of Policy Statements – Historic Preservation

- **The OTN Catalog of Interpretive Themes and Strategies (final name to be confirmed), has been created as part of this planning process. It should be utilized as a guide among other resources and processes by the public, developers and the City for interpreting the history of private and public sites in Old Town North.**
- **Old Town North has a rich history on nearly every block though it may not be readily apparent. All DSP or DSUP projects should incorporate an interpretation component as part of the review and approval process.**
- **Consideration of projects adjacent to Washington Street/GWMP for contribution to and enhancement the memorial character of the Parkway, pursuant to Washington Street Standards.**
- **Consideration should be given to the development of streetscape design guidelines for Washington Street to continue the City's commitment to protect the memorial character of the Parkway, pursuant to the OTN Design Standards and Guidelines.**
- **Where significant historical buildings or elements remain, whether or not the site is located within the Old and Historic Alexandria District, consideration should be given for incorporating them into the final site design as part of an interpretive strategy.**
- **The NRG site retains significant elements that convey the City's 20th-century industrial heritage. Working with staff, portions of these elements should be reused on site and integrated into the final design, as feasible.**



STATUS OF ONGOING STUDIES



Old Town North Parking Study

- **Consultant – Fehr & Peers**
- **Data collection – May 2016**
 - **On-street parking**
 - **Eight off-street locations**
- **Finalizing the report and recommendations**
- **Update to the Traffic and Parking Board – September 26**



Old Town North Parking Study

- **Key Findings:**
 - **Off-street parking is significantly underutilized**
 - **On-street parking around several of the retail blocks were observed as full**
 - **Many of these blocks have unrestricted parking**
 - **Turnover study found parkers stay on average 1.5-5 hours (depending on block), with several parking for 9 hours**
 - **Origin and Destination Study found that less than 10% of vehicles parking in OTN are from within 1 mile of OTN, and less than 1% are from within OTN**



Transportation Study

- **Consultant - Kimley Horn**
- **Kick-off meeting mid-August**
- **Study will include a review of:**
 - **Existing, 2040 Baseline, 2040 Build and 2040 Build with Mitigation traffic conditions**
 - **One way street conversions**
 - **Transit/Ped/Bike enhancements**



Proposed Royal Street Neighborhood Bikeway

- **Staff is working on higher level of design for North Royal Street in OTN**
- **Goals:**
 - **Determine dimensions of any proposed improvements and markings**
 - **Determine feasibility of certain intersection treatments by running turning movements**
 - **Identify potential short-term and long-term improvements along the corridor**



Proposed OTN Eco-District Study by SmithGroup

Scope (presented at June Charrette)

- **Identify feasibility for establishing key performance indicators for OTN Eco-District in areas of:**
 - Energy
 - Renewables
 - Storm water
 - Water Use
 - Sea-Level Rise
 - Urban Tree Canopy
 - Habitat
 - Transportation

Progress

- **Collected data and held several discussions with City staff on approach**
- **Modeled existing building stock and proposed development**
- **Assessed impacts of proposed development and green options**
- **Currently developing goals, targets and strategies in consultation with City staff**

Next Steps

- **Concurrently, review progress and obtain comments from the Environmental Policy Commission on September 19**
- **Prepare draft study report to be presented at September 29 AG meeting**



Sewer Management Study

Milestone	Description/ Deliverables	Start	End	Status
1.	Identify survey needs	6/20/16	6/30/16	Complete
2.	Preliminary Old Town North SAP Capacity Evaluation	6/7/16	7/22/16	Complete
3.	New Task Order Procurement	7/1/2016	7/31/2016	Complete – Task Order not procured until August 26 th
4.	Field Survey	8/1/16	8/31/16	Delayed due to Milestone 3 delay – Revised End Date September 16 th
5.	Draft Alternatives Evaluation Technical Memorandum	8/15/16	9/23/16	Delayed due to Milestone 3 delay – Revised End Date October 7 th
6.	Final Alternatives Evaluation Technical Memorandum	10/7/16 ⁽¹⁾	10/21/16 ⁽¹⁾	Delayed due to Milestone 3 delay – Revised End Date November 4 th
Note: (1) Draft TM review comments and/or meeting anticipated to occur within two weeks after submittal.				



STATUS OF RELATED/PENDING INITIATIVES



STUDIES TO BE UNDERTAKEN

- **MARKETING STUDY**
 - Strategies to expand Old Town North's Creative Economy
 - Strategies to support retention of Art Institutions as anchors
 - Strategies to create new Innovative Use possibly on NRG as a new anchor that spurs spinoff entrepreneurial/incubator uses and jobs
 - Feasibility of an Art and Cultural District
- **STREETSCAPE IMPROVEMENTS STUDY**
 - Mapping of Streetscape Challenges
 - Identification of Toolbox of Improvements
 - Identification of Possible Incentives
 - Identification of Possible Implementation Strategies



Proposed Alexandria House Sculpture Garden Status

- **Idea emanated from the November 2015 Charrette with the interest in exploring and the interest continued at the June 2015 Charrette**
- **Potential use of Alexandria House Park, on Madison between N. Fairfax and N. Royal Streets, as a Sculpture Garden**
- **Potential Partnership between owner Alexandria House and Alexandria Art League**
- **Representatives of Alexandria House and Alexandria Art League staff are meeting, with the City, to identify possible models for mutual consideration on how to potentially:**
 - **Roles and Responsibilities - Governance**
 - **Art Selection Process**
 - **Location of the Art within the Park**
 - **Operation and Maintenance of the Program**
- **More exploration needed.**
- **Final decisions on partnership and whether/how to proceed subject to Alexandria House Board and Alexandria Art League concurrence**



Proposed Alexandria House Sculpture Garden Status



Proposed Linear Trail w/Recreation Design Elements

Status



Old Town North

Advisory Group Discussion
&
Public Comment