



**City of Alexandria, Virginia**

**OLD TOWN NORTH SMALL AREA  
PLAN UPDATE**

**ADVISORY GROUP MEETING #7**

Thursday, May 26, 2016  
7:00 – 9:00 PM

# SUMMARY OF COMMUNITY MEETING COMMENTS FOR DISCUSSION

- Verbal, Index Cards and Emails
- NOTICe Comments
- Keypad Exercise



# DISCUSSION

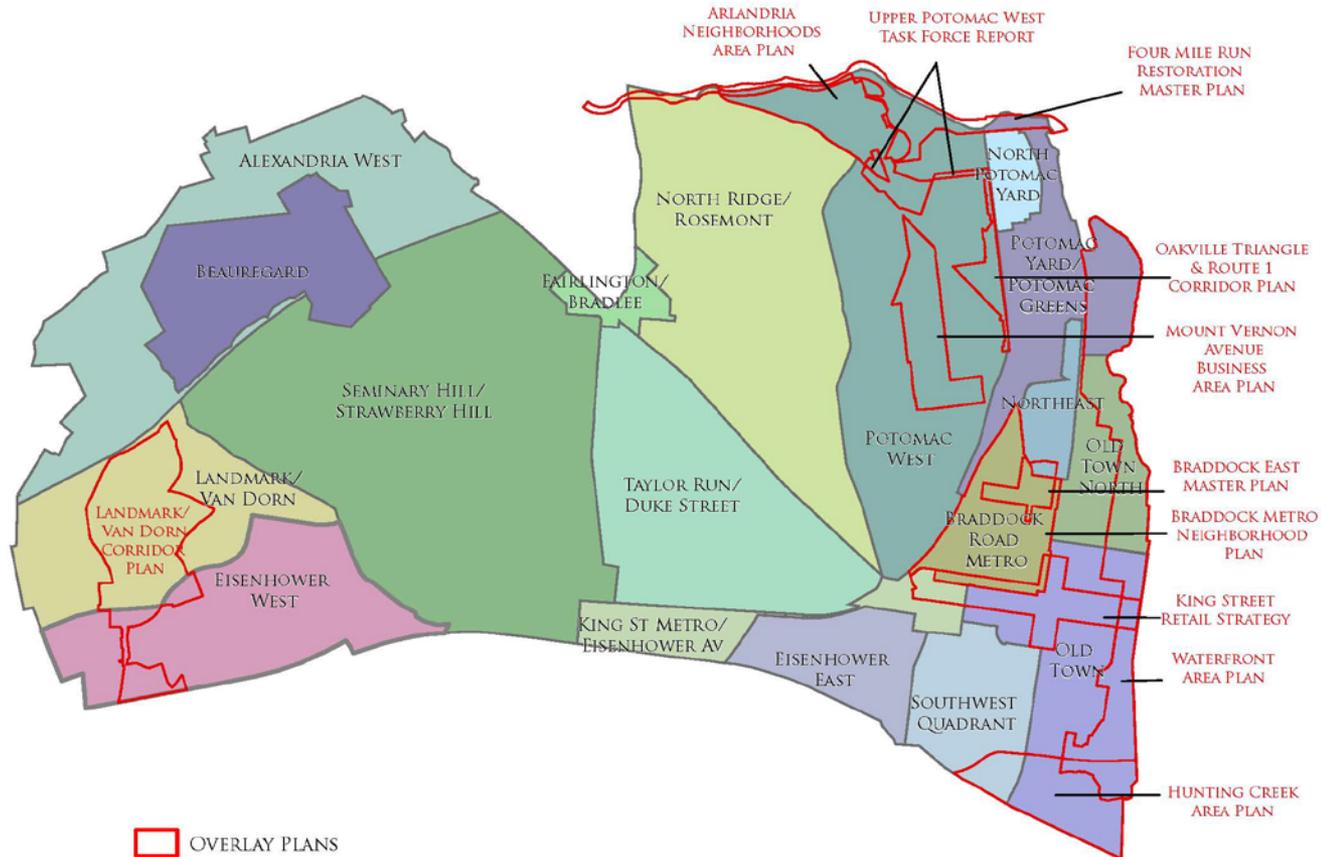
- Advisory Group
- Public Comment

# PLANNING TOOLS DISCUSSION



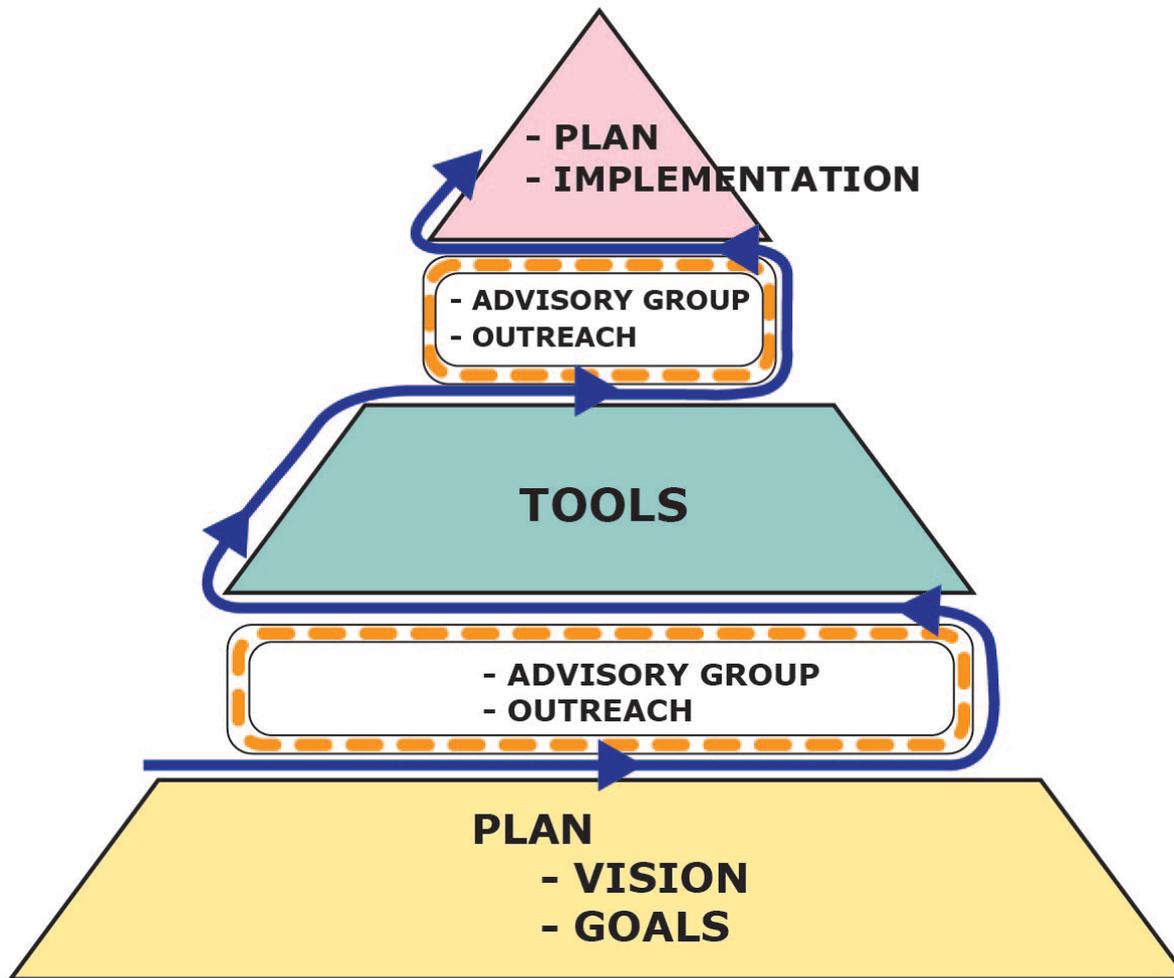
# MASTER PLAN & SMALL AREA PLAN

## CITY OF ALEXANDRIA, VIRGINIA MASTER PLAN



Plans identified with red boundaries signify overlay plans. Overlay plans are supplemental plans and amendments to existing Small Area Plans. Properties located within the boundaries are subject to the requirements and regulations per the overlay plan. If the overlay plan is silent to or does not address a specific issue or topic, the underlying Small Area Plan applies.

# PLANNING PROCESS



# DRAFT PRINCIPLES AND GOALS



PLANNING, DESIGN AND LAND USE			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
<b>GUIDING PRINCIPLES</b>	Identify and enhance Old Town North's unique character and sense of place to complement area's history, culture, and existing neighborhoods and to promote an active and balanced community.	Expand OTN contextual area to include <b>Daingerfield Island and to highlight connections to nearby amenities and attractions</b> (such as Braddock Planning Area and Slaters Lane)	Create and <b>underscore neighborhood uniqueness</b> through placemaking strategies
<b>OBJECTIVES</b>	<p>Achieve a variety of building types and heights that are appropriately scaled <b>for the surrounding neighborhood and community</b></p> <p>Encourage high quality architectural building design that further defines the unique neighborhood character of OTN.</p> <p>Achieve and sustain a balanced land use mix including key features that help create a complete neighborhood with a sense of place and to meet the community's social and economic needs.</p> <p>Identify areas for public facilities and institutions.</p> <p>Identify areas for active street frontages including reinforcing retail focus areas in the 1992 OTN SAP</p> <p>Promote high quality pedestrian oriented streetscapes that utilize appropriate lighting, landscaping and signage to promote a safe and vibrant community.</p> <p><b>Promote sustainable land use and urban design patterns throughout OTN</b></p> <p><b>Ensure flexibility in land use to accommodate changing market trends and unknown physical and economic constraints (see Economic Development)</b></p>	<p>Ensure new developments and land use tools are flexible and not too prescriptive</p>	
<b>IMPLEMENTATION</b>	<p>Tax Revenue</p> <p>Developer Contributions</p> <p>Development Phasing</p> <p>Zoning</p> <p>Other</p>		

\* Implementation section includes possible topics to be addressed as the planning process progresses. There will be an Implementation section under each category with the topics possibly changing as appropriate



HOUSING			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
<b>GUIDING PRINCIPLES</b>	Encourage a variety of housing choices that are affordable and accessible to a diverse range of ages, incomes, abilities and household sizes throughout the plan area.	Explore opportunities for market affordable housing  Explore creative solutions for affordable housing	
<b>OBJECTIVES</b>	<p>Explore innovative housing solutions such as micro-units and building conversions if feasible</p> <p>Fully utilize tools within the Housing Master Plan such as leveraging the density bonus policy to achieve affordable units</p> <p>Prioritize the provision of on-site affordable housing.</p> <p>Replace ARHA units on a one-to-one basis, and on-site to the greatest extent feasible, as properties in Old Town North develop.</p> <p>Incorporate community spaces within housing developments</p> <p>Ensure on-site recreational space in new ARHA redevelopment</p>		
<b>IMPLEMENTATION</b>	<p>Tax Revenue</p> <p>Developer Contributions</p> <p>Development Phasing</p> <p>Zoning</p> <p>Other</p>		

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TRANSPORTATION			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
GUIDING PRINCIPLES	Further encourage an integrated multi-modal transportation network using the existing street grid, and grid extensions where necessary, to promote a healthy, auto-independent lifestyle.	Explore Feasibility of <b>Madison and Montgomery as 2-way streets</b>	<b>Coordinate any new construction on Madison and Montgomery</b> with proposed reconstruction of those streets (CIP)
OBJECTIVES	<p>Consistent with the Transportation Master Plan, provide an interconnected network that supports walking, biking, and transit use.</p> <p>Investigate opportunities for improving the existing network by utilizing major future redevelopment sites and the railroad tracks</p> <p>Continue to investigate and monitor parking conditions as properties in OTN develop</p> <p>Improve and expand bike storage facilities in commercial and residential developments</p> <p>Consider the future potential impacts of autonomous cars on road design</p>	Explore connectivity to <b>Daingerfield Island and Potomac Yard Metro</b>	
IMPLEMENTATION	<p>Tax Revenue</p> <p>Developer Contributions</p> <p>Development Phasing</p> <p>Zoning</p> <p>Other</p>		

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INFRASTRUCTURE AND ENVIRONMENTAL SUSTAINABILITY			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
<b>GUIDING PRINCIPLES</b>	Create an eco- district model with sustainable environmental solutions that support sewer and stormwater management, efficient energy use including renewable energy, and clean air and soil.		<b>Concepts</b> should be explored beyond eco-district themes
<b>OBJECTIVES</b>	<p>Consistent with the EAP, the Energy and Climate Change Action Plan, and associated Master Plans, implement innovative design throughout the plan area to minimize fossil fuel use and improve energy, water, air, and soil quality at the district scale through.</p> <p>Utilizing renewable energy:</p> <ul style="list-style-type: none"> <li>- Evaluate level of efficiency required of buildings</li> <li>- Emphasize renewable district energy                             <ul style="list-style-type: none"> <li>• Solar</li> <li>• Ground Source heat pumps</li> <li>• Microgrid</li> <li>• Battery storage</li> </ul> </li> <li>- Prioritize clean energy or low carbon fuels provided through external utility distribution as a supplemental energy source only</li> <li>- Emphasize natural gas electricity from the grid</li> </ul> <p>Reducing the Urban Heat Island Effect through green roofs, tree canopies, materials for buildings</p> <p>Minimizing impact of combined sewer overflows through green infrastructure and BMPs</p> <p>Employing plantings, native trees, and other green infrastructure/ low impact stormwater methods (LIID)</p> <p>Integrating air quality enhancements in all aspects of design, including PM 2.5, Ozone, and Nox</p> <p>Targeting open space in NRG along the Waterfront</p>		
<b>IMPLEMENTATION</b>	<p>Tax Revenue</p> <p>Developer Contributions</p> <p>Development Phasing</p> <p>Zoning</p> <p>Other</p>		

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OPEN SPACE, RECREATION AND CULTURAL ACTIVITIES			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
<b>GUIDING PRINCIPLES</b>	Expand, enhance and connect publicly accessible passive and active open space.	<b>Leverage the Waterfront Plan</b>  Preserve, enhance, and expand <b>public art opportunities</b>	Provide the <b>right tools to support an Arts District</b> beyond a land use designation to include wayfinding, tax policy, economic development incentives, etc.
<b>OBJECTIVES</b>	Use open space to connect neighborhoods to viewsheds and public amenities such as parks, and the waterfront.  Identify new open space and <del>cultural activities</del> .  Identify new public art opportunities.  Design open space to accommodate a variety of recreational and cultural uses for all ages and abilities.  <b>Identify new opportunities for cultural spaces and activities</b>  <b>Explore opportunities for interior community spaces that accommodate all ages and abilities (such as libraries, schools, etc.)</b>	Explore <b>Royal Street as a greenway</b>	Explore ideas such as <b>alignment of arts and crafts with brewery establishments</b>  Study <b>impacts on north views</b> as Waterfront development occurs  <b>Montgomery Park</b> Neighborhood Plan should be amended if necessary pursuant to the OTN SAP Update  <b>Coordinate the OTN SAP Update with the NPS</b> Daingerfield Island Master Plan  <b>Leverage partnerships with cultural spaces</b> such as the Art League
<b>IMPLEMENTATION</b>	Tax Revenue  Developer Contributions  Development Phasing  Zoning  Other		

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HISTORIC PRESERVATION			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
GUIDING PRINCIPLES	Further Identify, protect, and enhance the historic architectural and archaeological elements and resources of Old Town North.	Define, enhance and reinforce the special character of the Washington Street corridor in conjunction with the Washington Street Standards and other tools	Celebrate and recognize historic sites
OBJECTIVES	<p>Preserve, integrate and celebrate historic and archaeological resources to maintain neighborhood authenticity.</p> <p>Promote cultural richness and an understanding of the history of the neighborhood.</p> <p>Define, enhance and reinforce the special character of the Washington Street corridor</p> <p>Incorporate Historic interpretation in the natural environment</p> <p>Celebrate railroad history</p>	Policy/Plan to preserve buildings of historic significance in OTN	
IMPLEMENTATION	<p>Tax Revenue</p> <p>Developer Contributions</p> <p>Development Phasing</p> <p>Zoning</p> <p>Other</p>		

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ECONOMIC DEVELOPMENT			
	City Staff with Advisory Group Comments	Planning Commission Comments	City Council Comments
GUIDING PRINCIPLES	Attract unique uses that serve as an economic engine to grow and sustain a balanced economy.	Include <b>Washington Street as a retail corridor</b>  Explore <b>economic niches</b> that are unique to OTN	
OBJECTIVES	<p>Reinforce the identified retail focus areas in the 1992 OTN SAP plan (3rd Street, Montgomery Street, Montgomery Center) and further strengthen St. Asaph as a concentrated retail corridor.</p> <p>Strengthen hospitality related economic opportunities in Old Town North.</p> <p><del>Maintain</del> Rethink office space inventory as part of the desired balance of land use.</p> <p>Maximize proximity to metro, biking, walking as an economic tool (Transit Oriented Development [T.O.D.]).</p> <p>Ensure flexibility in land use to accommodate changing market trends and unknown physical and economic constraints (see Planning, Design and Land Use)</p> <p>Encourage/ Provide opportunities for employment of local residents</p> <p>Encourage broadband deployment</p>		
IMPLEMENTATION	<p>Tax Revenue</p> <p>Developer Contributions</p> <p>Development Phasing</p> <p>Zoning</p> <p>Other</p>		

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# ZONING ORDINANCE – DEFINITION

“ Zoning is the basic means of land use control employed by local governments in the United States today. Zoning divides the community into districts (zones) and imposes different land use controls on each district, specifying the allowed uses of land and buildings, the intensity or density of such uses and the bulk of buildings on the land”

*Source: “The Practice of Local Government Planning”*

## MUNICIPAL CODE

### CITY OF ALEXANDRIA ZONING ORDINANCE REGULATES:

- Uses (Residential, Commercial/Retail, Office, Industrial and Mixed-Use Zones)
- Density
  - Height
  - FAR
  - Square Footage
- Open Space
- Parking
- Historic Districts And Buildings
- Environmental Management
- Signs, Marquees and Awnings



# URBAN DESIGN GUIDELINES

- Washington Street Guidelines
- Board Of Architectural Review (BAR)
- Urban Design Advisory Committee (UDAC)



# POSSIBLE PLANNING RELATED INCENTIVES

- **Regulatory**

- Density
  - Height
  - FAR
  - Square Footage
- Parking
  - Reduction
  - Shared
- Density Bonus Policy

- **Financial**

- Low Income Housing Tax Credit (LIHTC)
- Historic Preservation Tax Credit
- U.S. Department of Housing and Urban Development (HUD) Funding
- Philanthropic Grants
- Partnerships

# AFFORDABLE HOUSING DEFINITION

Housing is affordable if a household pays no more than 30% of their income on housing expenses. Housing affordability programs generally serve families earning 30%-80% of Area Median Income. Area Median Income is established by the U.S. Department of Housing and Urban Development (HUD) and updated each year.



# What Do We Mean by Affordable?

- 2016 AMI (Area Median Income)

Household Size/AMI	1-Person	2-Person	3-Person	4-Person	
30% AMI	\$22,850	\$26,100	\$29,350	\$32,600	— ARHA/DCHS
40% AMI	\$30,440	\$34,760	\$39,120	\$43,440	} Rental assistance
50% AMI	\$38,050	\$43,450	\$48,900	\$54,300	
60% AMI	\$45,660	\$52,140	\$58,680	\$65,160	
80% AMI*	\$60,880	\$69,520	\$78,240	\$86,880	} Ownership assistance
100% AMI	\$76,100	\$86,900	\$97,800	\$108,600	

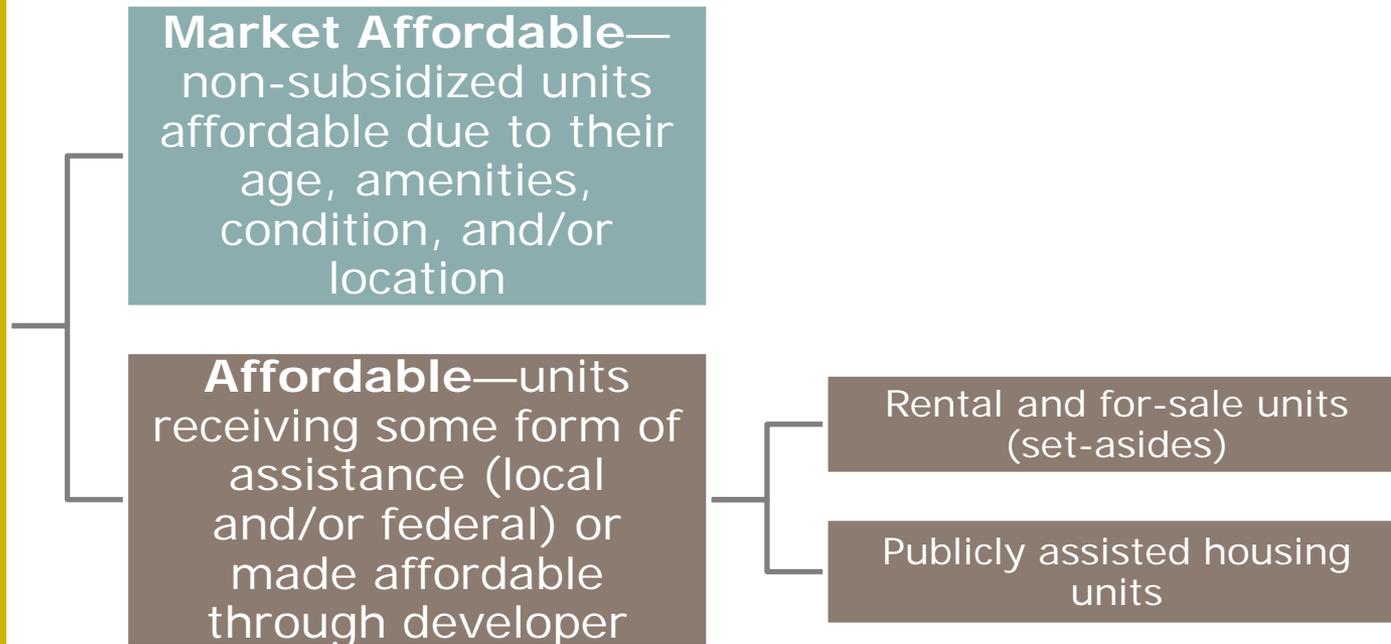
Sources: 2016 HUD Income Limits for 30% and 50% AMI for Washington-Arlington-Alexandria, DC-VA-MD HUD Metro Fair Market Rent Area); FY 2016 Multifamily Tax Subsidy Project Income Limits for 60% AMI; and Office of Housing for 40% AMI and Mathematical 80% AMI (figures have not been rounded)

\* *Mathematical*



# Types of Affordable Housing

## Affordable Housing Stock



# Who Benefits from Housing Affordability



## Typical 2016 Hourly Wages:

- Retail Sales Person: \$11.34
- Housekeeper: \$12.70
- Child Care Worker: \$15.15
- ACPS Bus Driver: \$17.77 (2015)
- E-commerce Customer Service Representation: \$18.72
- Alexandria Zoning Inspector: \$21.20 (starting)
- Alexandria Deputy Sheriff I: \$21.82 (starting)
- Alexandria Firefighter I: \$22.02
- Alexandria Senior Residential Counselor: \$22.26 (starting)
- ACPS Second Grade Teacher: \$22.71-\$27.10 (Steps 1-6, working 196 days\*)
- Alexandria Police Officer I: \$23.01 (starting)
- Administrative Assistant: \$24.11
- Auto Mechanic: \$24.53 (2015)
- Alexandria Project Superintendent/Building Manager: \$25.77 (starting) Plumber: \$27.41
- Environmental Engineering Tech: \$27.49
- Graphic Designer: \$28.06
- Electrician: \$29.41
- Alexandria Senior Therapist: \$29.83 (starting)
- General Manager: \$31.12
- Paralegal: \$32.11
- Alexandria Psychiatric Administrator, Supervisory Program Analyst: \$31.32 (starting)
- Librarian: \$31.61 (2015)
- Alexandria Civil Engineer III: \$32.88 (starting)
- Registered Nurse: \$37.42
- Software Programmer: \$39.73

**Hourly wage needed to rent in Alexandria in 2016 (rent assumed to equal 30% of income):**

**1 Bedroom (\$1,587): \$30.52**

**2 Bedroom (\$1,975): \$37.98**

*\* Assumes no other income*

# DISCUSSION

- Advisory Group
- Public Comment

# PHASE II AND III STUDY AND TESTING PHASES



# SUBCOMMITTEE MATRIX



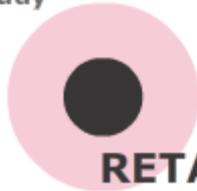
## MIX OF USES

- Growth Projections
- Development Analysis
- Balance of Uses
- Retail Focus areas
- Art and Cultural Uses
- Office Competitiveness Study

## PARKS + OPEN SPACE

- Green Streets/ Streetscape
- Linear Rail/Trail Park
- Public Space Enhancements
- Expanded Waterfront Parks
- Potential Sculpture Garden

## PLACE MAKING CONNECTING THE DOTS



## RETAIL

- Retail Focus Areas
- Building Design + Flexibility

## TRANSIT/ CONNECTIONS

- Ped/Transit Connectivity
- Transportation Study
  - Parking Study
  - One-Way Street Conversions
- Railbanking
- Bike Circulation

## URBAN DESIGN

- Urban Design Guidelines
  - Building Design
  - Site Design
  - Blank Walls and Surface Parking Lots Enhancements
- Streetscape

## AFFORDABLE HOUSING

- Mixed-Income Development
- Density Bonus Policy
- Resolution 830



## AMENITIES

- Community Spaces
- Public Park Amenities
- Green Streets
- Lighting
- Signage

## ECONOMIC SUSTAINABILITY

- Growth Projections
- Development Analysis
- Retail + Commercial Strategy
- Prosperity for the Arts
- Office Competitiveness
- Balance of Uses
- Innovation + Branding
- Cowork Spaces

## SUSTAINABILITY

- Eco-District Study
- Green Streets/ Streetscape
- BMPs
- CSO Separation

# DISCUSSION

- Advisory Group
- Public Comment

# PLANNING OUTREACH TOOLS



# PLANNING OUTREACH TOOLS

- OTN SAP Update Work Program
- OTN Advisory Group Meeting Schedule For April Through June 2016
- OTN SAP Update – Framework For Community Engagement
- OTN SAP Update Webpage
- OTN SAP Online Comment Board
- OTN SAP Online Information: Background, Advisory Group Meeting Materials
- Small Stakeholder Meetings Hosted By Advisory Group Members



# DISCUSSION

- Advisory Group
- Public Comment

# JUNE CALENDAR

