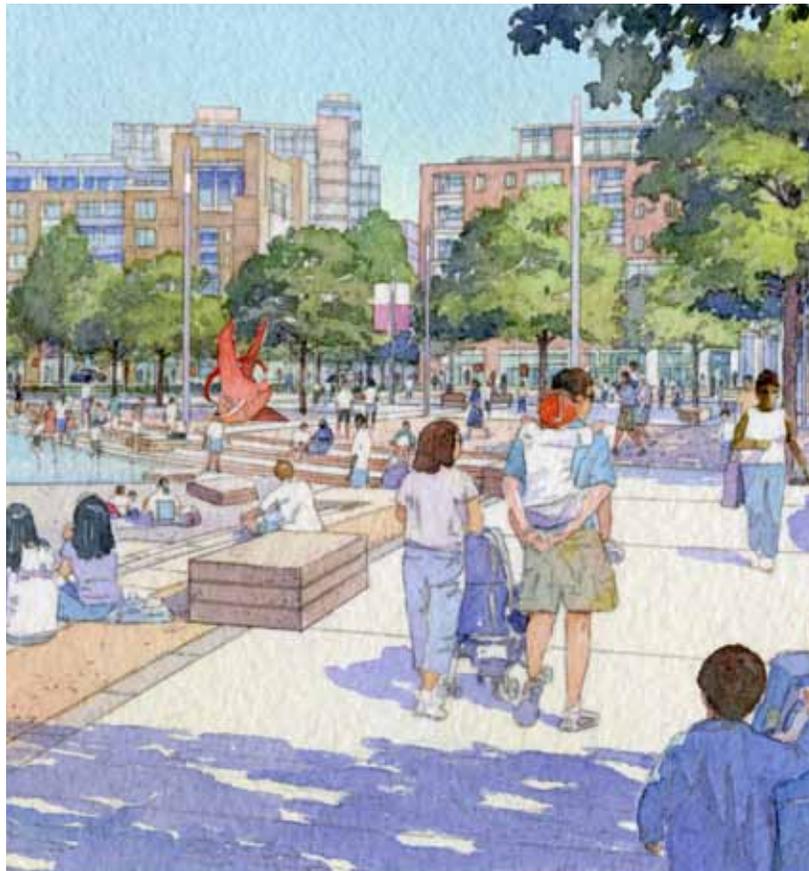


# The Plan for Landmark/ Van Dorn

# 3



## 3.1. Realizing the Vision

The Vision for Landmark/Van Dorn Corridor will be realized by a synergistic combination of private investment and public action. While driven by market demand, private investment must be guided by the vision, goals, and guiding principles presented in this Plan. The Plan recommends that public investment be targeted to implement key infrastructure, public amenities, and quality-of-life improvements.

In order to adapt to changing market conditions and the intentions of individual property owners, the Landmark/Van Dorn Area Corridor Plan does not attempt to prescribe precisely how each parcel is to be redeveloped. Rather it provides direction for the redevelopment that will take place over time by defining:

- a framework of streets, open spaces, and other “public realm” elements,
- a proposed mix of land uses necessary to achieve the vision, and
- design principles and guidelines for the type, form, and quality of private development.

The implementation strategy recognizes that the current development market, in the region generally and in the Landmark/Van Dorn area specifically, is not strong enough to support the redevelopment envisioned by this Plan. Therefore, the initial phase of the implementation will be geared toward encouraging redevelopment, in part by limiting expectations for developer contributions. Once redevelopment has begun, and the area begins to emerge as a choice location for new offices, retail, and housing, the City will increase its expectations for developer-funded community amenities. This phased approach will allow the City to capture a portion of the area’s increased value and use those resources to fund the public facilities necessary for the area’s continued success.

The Plan envisions the redevelopment of Landmark Mall and the older retail centers along Duke, Van Dorn and Pickett streets within the immediate timeframe through the year 2030, although the timing and detailed

characteristics of individual redevelopment projects will depend on the investment decisions made by the property owners and developers. Owners of the Landmark Mall, the Van Dorn Plaza site at the Van Dorn/Stevenson Avenue intersection, and parcels in the block bounded by Van Dorn Street, Edsall Road, and Pickett Street have expressed interest in redevelopment. It is anticipated that smaller, separately owned retail centers in these areas, such as those on the west side of Van Dorn Street from Edsall Road to Pickett Street, will not be redeveloped with mixed-use until the redevelopment of larger parcels and major infrastructure improvements have established the mixed-use character of the area and created opportunities for similar development on a smaller scale. The Plan does support the coordinated redevelopment of the smaller sites in accord with the principles and recommendations set forth for the Plan area.

### Plan Area

An Illustrative Development Plan has been prepared depicting the Landmark/Van Dorn Corridor with redevelopment of the older retail centers in accord with the above goals, vision, and guiding principles. It includes a framework of existing and new streets and open spaces established through public investment and private redevelopment. The concept for the new “West End Town Center” is in a manner generally consistent with the conceptual mixed-use plan for Landmark Mall presented by General Growth Properties during the Advisory Group process. The new “Pickett Place” mixed-use center is proposed in accord with the established goals, vision, and planning principles. The development concepts for these centers reflect the land use parameters, urban design principles, and development guidelines presented in Chapters 4, 6, and 7, respectively. Chapter 6 presents specific urban design guidelines for both “West End Town Center” and “Pickett Place.” The Illustrative Plan also responds to topographic constraints, parcel configurations, and related Plan area characteristics.



Figure 3-1. Framework Plan. The framework plan shows conceptually how the areas proposed for redevelopment in the plan could be developed to achieve the vision outlined. New streets, parks and new mixed-use developments are shown.

## 3.2. Districts in the Plan Area

The Plan area is divided into four distinct districts, based on feedback received during a participatory process involving the Advisory Group, the public, City staff, and the project consultants. Key considerations were identified for land use planning and development of parcels in the planning area and include:

- The relationship with existing transportation infrastructure and major roadways.
- Existing natural features, especially topography.
- The area's walkability.
- Retail strategies.
- The relationship of existing development to adjacent land uses.
- The likelihood of near-term redevelopment.
- The community's broad vision for the areas.

These considerations informed the development of the four districts: West End Town Center, Pickett Place, Van Dorn Metro, and areas of existing residential development.

### The West End Town Center

The name "West End" has historical significance as the West Family was central to the founding of Alexandria on the Potomac River and greatly influenced the planning area as well. The West End Town Center is so designated as to recognize this history. This district encompasses the part of the Plan area from I-395 to Landmark Terrace apartments. The West End Town Center comprises two distinct areas – the Bluffs at West End and Landmark Mall at West End – based on the natural topography of the area. With the proposed redevelopment of three large parcels right off I-395 and Duke Street - at Landmark Mall, and the Bluffs (the BJ's site and the CompUSA site), along with the Van Dorn Plaza site – this area has the potential to become a Town Center that has local as well as regional appeal, comprising offices, a lifestyle center and high density housing.

However, Duke Street, due to its inhospitable terrain, is a significant hurdle to the development of these parcels as an integrated place that is conveniently accessed from the adjoining areas. Connecting across Duke Street is key to the success of this district.

### Pickett Place

The name "Pickett" also has historical significance as it was the name of a Civil War Confederate general, Major General George Pickett, who led an unsuccessful charge on Union Soldiers at Gettysburg. This district includes the part of the planning area between Edsall Road and Pickett Street, and is so named "Pickett Place." This district includes the part of the planning area between Edsall Road and Pickett Street, and includes several parcels on either side of Van Dorn Street that are likely to redevelop in the near term. The proximity to existing residential developments such as Cameron Station and the EOS-21 condominiums and apartments, the natural resource of Backlick Run along with the community's vision for the sub-area present an opportunity to develop an "Urban Village" that is distinct from the West End Town Center to the north.

This urban village will be centered on a "main street" that forms a retail spine, and will have good access to a restored and enhanced Backlick Run. A compact street grid created by adding three new streets, along with well integrated retail uses and open spaces, will give special character to West End's new urban village.

### Van Dorn Metro

This part of the Plan area is separated from the Pickett Place district by industrial uses that are not covered by the scope of this Plan. However, the Landmark/Van Dorn Corridor planning boundary was extended to the Van Dorn Metrorail station to ensure consideration of connectivity and access to this major transportation asset. This Plan includes a proposal to connect the Pickett Place district with higher density development near the metro station by way of a multi-modal bridge

that crosses Backlick Run and the industrial uses. This Plan also proposes retention of the existing zoning for all properties within the Plan area within the vicinity of the Van Dorn Metro station.

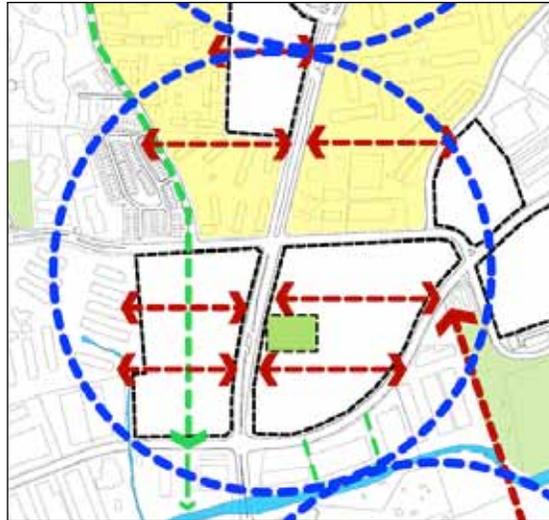
The plan proposes changing the name of the Van Dorn Street Metrorail Station to the “Landmark-Van Dorn Metrorail Station” to provide additional regional identity for the area as recommended by the Mayor’s Economic Sustainability Work Group.

## Existing Residential Areas

The Plan supports retention of the existing land use and zoning in the established residential communities and neighborhoods that surround the commercial sites proposed for redevelopment. These residential properties are considered unlikely candidates for major redevelopment because of their existing quality and the substantial investment and cash flow represented by the existing uses. In addition, these properties represent an important housing resource for current residents. They provide affordable and workforce housing that cannot be replaced with new housing in current economic conditions without substantially increasing housing prices and displacing most current residents. While the intent of the Plan is to encourage retention of the existing zoning and land use within these areas, the guiding principles and urban design guidelines will provide a framework to guide any future proposals for redevelopment of properties under existing zoning. The Landmark/Van Dorn Corridor planning boundary was extended to the Van Dorn Metro to ensure consideration of connectivity and access to the station. This Plan proposes retention of existing zoning for all properties within the Plan area in the vicinity of the Van Dorn Metro.



The West End Town Center



Pickett Place



Van Dorn Metro



Existing Residential Areas

Figure 3-2. Plan Districts. The four principal subareas of the plan are illustrated on a map that summarizes plan concepts developed at two community workshops in May, 2008. These are generalized diagrams that do not reflect the detailed land use pattern in some locations, and are presented here for information on how policy was developed, not to communicate the adopted policy of the plan.

## 3.3. Plan Recommendations by Chapter

### CHAPTER 4: LAND USE

To achieve greater economic vitality and to provide nearby residents with sought-after amenities, the Plan recommends creation of two mixed-use activity centers in the Plan area. In the north, the Plan recommends redevelopment of Landmark Mall and older retail properties along Van Dorn and Duke streets to create “West End Town Center,” a lively mixed-use town center of regional scale, with major office, retail, hotel, and residential uses establishing a distinctive gateway into Alexandria. In the southern half of the area, the Plan recommends redevelopment of older retail centers and several industrial properties in the vicinity of Van Dorn Street, Edsall Road, and Pickett Street to create “Pickett Place,” a community-level mixed-use center with residential development and office and retail uses serving nearby residential neighborhoods.

#### West End Town Center

Properties within the West End Town Center are proposed for a minimum floor area ratio (FAR), the ratio of the floor area of structures to the area of the site, of 2.0 and a maximum FAR of 2.5 to encourage regional scale development at this prominent entry into Alexandria. Full development of this regional activity center is intended to achieve an overall land use mix of approximately 70% office, retail, and related commercial uses and 30% residential. A total of 8.7 million square feet of development is permitted on the 82 acres of the West End Town Center, compared to 1.3 million today. Of this, at least 3.75 million square feet must be office and 1.0 million square feet must retail. A major full-service hotel is required, with potential for additional hotels. A minimum of 1.2 million square feet of residential use (1,000 to 1,200 units) is required to achieve the desirable mix of uses and level of activity. A maximum of 3.1 million square feet of residential is permitted. In addition, a minimum of 25,000 square feet of civic or community use is required.

#### Pickett Place

Properties within Pickett Place are proposed for a minimum FAR of 1.5 and a maximum FAR of 2.0, providing an incentive for redevelopment but at the lower scale consistent with a community-level mixed-use center. Full development of Pickett Place is intended to achieve 70% residential uses and 30% retail, office, and related commercial uses, although a higher ratio of non-residential uses is permitted. A total of 4.8 million square feet of development is permitted on the 55.3 acres of Pickett Place, compared to approximately 850,000 square feet today. A minimum of 250,000 square feet of office space, and a minimum of 500,000 square feet of residential space (400 to 500 units) is required, although significantly more residential development is expected. A minimum of 12,000 square feet of civic or community use is required.

#### Existing Residential Development

This Plan recommends no increase in potential development for parcels with existing residential development in order to help preserve the declining stock of affordable and workforce housing. These areas where no change in zoning is proposed include the EOS 21 condominium and apartment complex, Foxwood Place, the Fields at Landmark, and Landmark Terrace, among others. The townhouse community of Summers Grove, built in the mid-1990s near the Van Dorn Metro, is also not recommended for an increase in development potential.

#### Zoning

The Plan recommends changing the zoning for the West End Town Center and Pickett Place districts to the Coordinated Development District (CDD), which is designed to encourage mixed-use development projects with open space and other amenities as well as land assemblage or joint development planning. The Plan recommends that the underlying zoning for these parcels continue to apply for development proposed without a CDD Special Use Permit, except that any project would

have to conform to any master plan (or subsequent) design guidelines.

## Workforce and Affordable Housing

The Plan encourages the preservation of the existing workforce and affordable housing in the area, which includes both market-rate and subsidized units, and proposes no changes to the current zoning or land use designation of residential areas. With regard to the provision of new housing as part of mixed-use developments, the Plan recommends a phased approach to developer contributions that could include a cash contribution, preservation of existing affordable housing, and new on- or off-site units (see also Chapter 9: Implementation). The City is about to begin a Housing Master Plan and establish a new task force to determine recommendations for developer contributions to the Affordable Housing Trust Fund. New citywide requirements resulting from these efforts will specifically address the treatment of affordable and workforce housing provisions in the planning area and may or may not result in changes to the strategy set forth in this Plan.

The Plan also recommends that the City seek opportunities to secure public housing units within private development proposals in the Plan area.

## Community Facilities

The West End Town Center and Pickett Place districts have minimum requirements for civic and community uses – West End Town Center has a minimum requirement of 25,000 square feet and Pickett Place has a minimum requirement of 12,000 square feet. Several facilities have been considered to meet this obligation. The Plan recommends that a community/recreation center be provided within the Landmark/Van Dorn Corridor, with the preferred locations being in the West End Town Center and Pickett Place. The Plan recognizes the importance of and encourages the establishment of places of worship and health care and wellness facilities as they provide needed and desired community services. Facilities that provide higher education

functions should also be considered (see also Chapter 9: Implementation). Other facilities with regional appeal are also recommended and could include an ice skating rink (if financially feasible), a performing arts theater or other cultural attraction that complements the active mixed-use, 16-hour environment envisioned in the Plan.

The Plan recommends that, as the City reviews development applications for major parcels in the City, Alexandria City Public Schools be involved in evaluating the potential for those projects to include a school site or contribute to school facilities. (see also Chapter 9: Implementation).

This Plan recommends the siting of public art in key locations throughout the Plan area (see also Chapter 9: Implementation).

## Sanitary Sewer

According to preliminary analysis of sanitary sewer capacity requirements for the proposed redevelopment, sufficient long range conveyance and treatment capacity of the sanitary sewer system does not exist. The Plan recommends that the City continue its on-going efforts of evaluating improvements and technologies to address these capacity needs. The Plan recommends that redevelopment projects provide improvements as part of the project approvals and/or contribute to improvements that will be implemented by the City. In addition, the plan recommends that the City evaluate its sanitary sewer connection fees with regards to the level of funding necessary to construct the necessary sewer improvements (see also Chapter 4: Land Use).

## CHAPTER 5: TRANSPORTATION

### Street System Improvements

The planning area has functioned as a crossroads for trade and commerce since the 18th century, linking people both east-west and north-south. Duke Street and Van Dorn Street continue this historic function today. The Plan recommends the creation of a walkable, urban

environment with a well-connected local street system that supports driving, transit, bicycling, and walking within the Plan area and to adjacent neighborhoods and the Van Dorn Metro station.

**West End Town Center Access Over Duke Street:** The Plan recommends connecting the north and south sides of the West End Town Center with a bridge over Duke Street that is sited approximately at the location of the existing ramps to and from eastbound Duke Street at Van Dorn Street. The bridge is preferred over an at-grade street connection because it creates the functional retail and walking street that is needed to connect each side of the Town Center, it allows the two transit lines to cross each other without conflict, and it enables cost-effective underground parking solutions which may be needed to make the redevelopment project financially feasible.

**New High Street:** The Plan recommends a new “High Street” that will connect the core of the Landmark Mall redevelopment to the balance of the West End Town Center across Duke Street. It then continues south to Pickett Street as a local-serving alternative to Van Dorn Street. Along the way, it greatly improves local connectivity while creating considerable market value for the adjacent parcels. North of Stevenson Avenue, New High Street will also accommodate dedicated lanes for the new Van Dorn Street transit line as it makes its way through the core of the West End Town Center.

**Grid Network of Streets:** The Plan recommends creation of a grid network of streets in the Plan area, which is critical to realizing the multiple transportation objectives of this Plan. In general, the new grid street pattern will emerge as part of the redevelopment process, as many of the new streets are either wholly contained or adjacent to parcels that are expected to redevelop. Of these, two are especially notable: the Pickett Place Main Street, which will form an east-west spine for the Pickett Place neighborhood; and Metro Street, which runs perpendicular to Pickett Place Main Street and provides a potential connection to a new multi-modal bridge.

**Additional Access to West End Town Center:** The Plan recommends that direct access to and from the I-395 entrance ramp be explored during the redevelopment of the Landmark Mall site.

## Bicycling Enhancements

In addition to separated bicycle lanes along Van Dorn Street between the dedicated bus lane and the pedestrian sidewalk, this Plan recommends providing bicycle facilities (as shared-use paths or “cycle tracks”) on Duke Street and recommends that appropriate bicycle facilities be included on new streets within the Plan area. The Plan recommends developing Backlick Run Trail as a regional multi-use trail connecting the Holmes Run Trail to Turkeycock Run in Fairfax County. The Plan also recommends requirements on new development to further support bicycle use, including on-site parking and showers.

## Creating a Pedestrian Environment

The new bridge over Duke Street south of Landmark Mall is a recommendation in part because it will provide a superior pedestrian environment in the Town Center, which is critical to its economic success. In addition to the new bridge, the Plan recommends the following improvements to increase access and connectivity and pedestrian mobility:

- Add sidewalk to existing Van Dorn Street bridge over Duke Street. The Van Dorn Street bridge currently does not provide space for pedestrians to cross the bridge safely. Pedestrian ways on both sides of the bridge, with well-marked pedestrian crossings at the ramps to Duke Street, are recommended.
- Multimodal bridge connection to Van Dorn Street Metro. Also listed as a transit improvement, this bridge will connect Pickett Place to the Van Dorn Street Metro Station.
- Pedestrian improvements to the Duke Street bridge over I-395. When the Virginia Department of Transportation makes improvements to this bridge,

this Plan recommends that they should improve safety for bicycles and pedestrians.

## Transit Improvements

The following transit improvements are recommended:

- **Dedicated transit.** Make transit the mode of choice to and from the area with frequent, reliable regional service. Consistent with the Transportation Master Plan, this transit will be on a dedicated right-of-way on Duke and Van Dorn Streets, which are reconstructed as “transit boulevards.”
- **Transit Transfer Center.** Support a redeveloped West End Town Center by routing the Van Dorn Street transit line through the core of the Town Center where a new transit center will provide seamless connections to the Duke Street transit line and local transit service.
- **Transit Service Improvements.** Significantly improve transit service within the Plan area by adding express bus service and frequent local circulator service, to the West End Town Center transit transfer center, and to the Van Dorn Street Metro station.
- **Transit Infrastructure.** Upgrade individual bus stops with shelters, lighting, information, and other passenger amenities so that locating and riding transit is an easy, comfortable experience.
- **Multimodal bridge connection to Van Dorn Street Metro.** Encourage use of Metro by providing a multimodal bridge from Eisenhower Avenue near the Van Dorn Street Metro Station to Pickett Street.

## Transportation Demand Management (TDM)

The Plan recommends the establishment of a TDM district in the Landmark/Van Dorn area. Participation in the TDM district would be a condition of approval of redevelopment in the Plan area.

## Parking

The Plan recommends a phased-in approach to reducing parking and parking demand. The reduced parking requirements will support non-auto travel choices and reduce construction costs so that funds are available for investment in other public facilities. The Plan recommends bicycle parking be required of new development projects. This Plan acknowledges that the challenge of providing underground parking during the initial, or catalyst, phase of development and recommends that surface and structured parking be permitted during this phase under certain circumstances.

## CHAPTER 6: URBAN DESIGN

### Street Hierarchy

The Plan classifies each street into one of several categories and recommends design standards for each classification.

- **A1 and A2 streets** are the primary streets and set the character and tone for the community. A1 streets are Duke Street and Van Dorn Street; examples of A2 streets are Stevenson Avenue, Walker Street, and New High Street (from its beginning at the Mall site to Stevenson Avenue or south of Stevenson Avenue to the end of retail frontage). The Plan recommends high design standards for these streets, with a focus on large tree canopies, wide medians and sidewalks, and buildings that front these streets should have the highest quality character and appearance. The Plan recommends that curb cuts on these streets be minimized.
- **B streets** are the secondary streets of the community. For these streets, the Plan recommends that buildings front the street, that active uses be located on each street frontage, that curb cuts be limited to one per block, that main entrances front the street unless the building is adjacent to a higher category street, and that a high quality façade treatment be

used. The portion of New High Street not classed as an A2 street is considered a B street.

- C streets are tertiary streets through a neighborhood and provide access and service entries to parking. They are the least public and the Plan recommends that curb cuts, alleys, and garage entrances be located on C streets.

## Creating New Blocks

The Plan recommends a block length of 350 feet to a maximum length of 500 feet and a maximum width of 300 feet, with blocks on Duke Street and Van Dorn Street oriented with the long dimension on those streets.

The Plan recommends that blocks in the Town Center be configured to incorporate larger building types.

## Open Space Network

The Plan recommends a network of open spaces, with a ground-level on-site open space requirement of 25% of the site area excluding dedications for streets or other public uses per development project (see also Chapter 9: Implementation). The Plan recommends a hierarchy of publicly accessible parks and open spaces, including:

- West End Town Center (Landmark Mall site): The Plan recommends an approximately 3.5 acre open space network across the site that includes open space and squares that incorporate sustainable design elements.
- New High Street Park: The Plan recommends a 0.5 to 1-acre public open space along Stevenson Avenue in the area between Van Dorn Street and Walker Street.
- Pickett Square: The Plan recommends an approximately 1-acre urban square in the heart of Pickett Place that is modeled after successful active urban open spaces.

- Pickett Plaza: The Plan recommends the consideration of an expansion of Armistead Boothe Park by approximately one-half acre.
- Edsall West Park: The Plan recommends an approximately 1-acre park on the west side of the proposed extension of Whiting Street and adjacent to the South Port apartment development south of Edsall Road. This proposed park connects at the south to the Resource Protection Area (RPA) along a small stream flowing to Backlick Run.

In addition, the Plan recommends a study of parcels south of the planning area and adjacent to Backlick Run to explore the limits of redevelopment within the RPA and the potential of converting the developed parcels into green space that would connect to the planning area for purposes of public open space and stormwater management.

## Building Heights

The Plan recommends building heights within the West End Town Center in a range of 85 to 250 feet, with the tallest buildings (150 to 250 feet) fronting on Duke Street and along I-395. The Plan recommends that all building heights in the West End Town Center be subject to approval through the special use permit process, with varied heights, transitions, and fine architecture being required.

The Plan recommends building heights within Pickett Place in a range of 65 to 120 feet, with the maximum 120 foot height restricted to the central portion of Pickett Place. A maximum height of 85 feet would be allowed along the frontage of Van Dorn Street at the new neighborhood main street and along a segment of Pickett Street. Buildings in a range of 65 to 85 feet are proposed at key locations to provide variety in scale and transition into nearby neighborhoods.

The Plan recommends building heights east of Pickett Place in a range of 65 to 85 feet, with lower heights next to existing neighborhoods. Similar heights are proposed

west of Pickett Place along the west side of Van Dorn Street between Edsall Road and Pickett Street.

## Urban Design Principles

The Plan recommends establishing multi-modal connections to the Town Center at Walker Street, at the BJ's site, and the Van Dorn/Duke Street crossing and create smaller, walkable blocks at the BJs, CompUSA and Safeway sites.

The Plan recommends connecting to Holmes Run by using a green spine that links through the Town Center.

The Plan recommends creating a park, which may incorporate the natural open space between Walker Street and Van Dorn Street, off of Stevenson Avenue.

The Plan recommends, to the extent feasible, all parking should be located below grade.

The Plan recommends leveraging high visibility along Duke Street and I-395 by creating a distinctive skyline and buildings along major arterials.

The Plan recommends creating a central gathering place within the Town Center for Alexandria's West End.

The Plan recommends create a strong and direct pedestrian and vehicular connection to link both sides of Duke Street, preferably with a grade separation.

The Plan recommends creating smaller, walkable blocks between Edsall Road and Pickett Street.

The Plan recommends creating a main street that connects Van Dorn Street with Pickett Street. The Plan recommends creating a "four corners" retail intersection at Van Dorn Street and the new Main Street.

The Plan recommends planning for a new street connection from Pickett Place to the Van Dorn Metro station.

## Urban Design Strategies

The Plan recommends establishing Van Dorn Street and Duke Street as urban transit boulevards serving unique neighborhoods.

The Plan recommends allowing frequent, multi-modal connections across Duke Street to the new West End Town Center.

The Plan recommends creating a distinctive character for each neighborhood within the Plan area.

The Plan recommends establishing a framework for future connections to the Van Dorn Street Metro station.

The Plan recommends enhancing and connecting the area's natural assets, such as Holmes Run and Backlick Run.

## CHAPTER 7: DEVELOPMENT GUIDELINES

The Plan includes a series of recommended development guidelines for streets, buildings, and open spaces; addressing issues of identity through attention to public art, elements of the streetscape, and design of building facades and infrastructure at key locations.

## CHAPTER 8: ENVIRONMENTAL SUSTAINABILITY

### Stormwater Management

Significant stormwater management issues are present in the study area. As a result, the Plan recommends somewhat more stringent standards for stormwater quality and quantity control when compared to existing City regulations. This master plan encourages opportunities for collaborative regional solutions as well as individual lot-based opportunities to minimize runoff, reduce flooding and increase water quality. The master plan provides guidance for stormwater runoff minimiza-

tion as well as how to utilize stormwater as a resource and urban amenity.

Stormwater quality recommendations include capturing at least the first ½ inch of runoff from a site, predominately from impervious surfaces, and reducing phosphorus loads by 40 percent. Stormwater quantity recommendations focus on reducing runoff from the 1 year, 24 hour storm.

## CHAPTER 9: IMPLEMENTATION

### Phased Approach to Developer Contributions

The Plan recognizes that national, regional, and local market conditions do not currently support large scale redevelopment and recommends that the City look for opportunities to encourage a critical mass of initial redevelopment activity, which will act as a catalyst for future redevelopment. This encouragement can take the form of: lowered expectations for developer contributions for on- and off-site improvements; publicly-funded infrastructure; or public-private partnerships, such a tax increment financing or its functional equivalent.

As market conditions improve and market rents and other factors begin to support redevelopment, the Plan recommends that expectations for developer contributions toward planned infrastructure increase. These improvements, in turn, will reinforce continued improvement in market conditions.

The implementation of planned bus dedicated transit lines in the Plan area will further add to the attractiveness of the area for redevelopment. As transit service improvements reduce the need for parking, this Plan recommends that City expectations for developer contributions be high.

### Infrastructure Phasing and Funding: Transportation

The Plan recommends that new roadways be constructed by private developers during the development process. These include the new High Street, the interior streets on the Landmark Mall site, and the new grid roadways in the Plan area.

The New High Street Bridge over Van Dorn Street provides areawide mobility improvements as well as site access. For this reason, as well to address the financial feasibility of the Landmark Mall redevelopment, the Plan recommends that the major decisions about the New High Street Bridge, including whether the preferred (bridge) option will be selected and the funding strategy, be addressed when the property owners submit a development plan for City review.

Because of its special role as a potential catalyst for broad redevelopment, the City would consider tax increment financing or its functional equivalent for Landmark Mall infrastructure, but only if economics warrant such city financial participation.

If the West End Town Center on both sides of Duke Street does not develop simultaneously, the Plan recommends a phased approach to building the New High Street Bridge with an interim connection on the south side to Van Dorn Street. The Plan recommends that the final decision on whether the bridge is to be built be made at the time of the first CDD rezoning or major development approval on the Landmark Mall or BJ's/ Passport block. The bridge should then be constructed so it is in operation when needed for access and development of the retail area on either side of Duke Street on New High Street following the demolition of the Duke Street flyover ramp. The plan also recommends that the City make its final decision at this same time on its plans for the right-of-way at the existing ramp from Duke Street to Van Dorn Street.

The Plan recommends that as private landowners along Duke Street and Van Dorn Street bring redevelopment

proposals to the City, they dedicate sufficient land for the increased right-of-way needed. The added right-of-way should in general be taken equally from both sides of Van Dorn Street.

Because reduced parking and increased transit ridership are so important to the success of this plan, the Plan recommends the construction of the Van Dorn Street dedicated transit lanes within the Plan area around the time of the construction of 25 percent of the increased development permitted in this Plan. The Plan also recommends the construction of the multimodal bridge linking Pickett Place and the Van Dorn Metro Station around the time of the construction of 25 percent of the increased development permitted in this Plan. As transit service and accessibility are improved, reduced parking becomes more feasible.

The Plan recommends that new development approved in the Plan area be required to achieve a 20 percent non-driver mode share prior to the completion of the Van Dorn Street dedicated transit line and attainment of a 30 percent non-driver mode share after it is completed. For properties adjacent to Duke Street, the 30 percent non-driver mode share requirement begins when either the Van Dorn Street or Duke Street transit line is completed. During the development review process, the applicant will submit for public approval a plan to meet these mode share goals, which will become conditions of approval.

The Plan recommends the timely delivery of transportation improvements to support redevelopment. A table in Chapter 9 shows development activity and the transportation improvements needed to support it. Implementation of the transportation improvement recommendations should be made as quickly as possible and no later than indicated in this table.

The Plan recommends creation of a transportation management district for the Plan area and development approvals should require participation in the district once it is formed.

In addition to the traffic studies required with new development applications, the plan recommends that each major development project submit supplemental traffic analyses to assess the cumulative transportation effect of development in the Plan area. This information will be used to inform and guide the phasing of transportation improvements.

## **Infrastructure Phasing and Funding: Community Facilities**

The City will encourage a developer to agree to provide a community or recreation center within the Plan area by not counting the square footage of the center toward the total FAR of the redevelopment. The City may also consider extending the FAR exemption to other developer-provided facilities that serve a civic function. The Plan recommends that, as the City reviews development applications for major parcels in the City, Alexandria City Public Schools be involved in evaluating the potential for those projects to include a school site or in contributing to school facilities.

When developer contributions are financially feasible, the Plan recommends that the City evaluate opportunities for contributions by developers of public art or monetary contributions to the Alexandria Commission for the Arts for public art in the Landmark/Van Dorn Corridor Plan area.

The Plan recommends the provision of several public open spaces in the Landmark/Van Dorn Plan area to be realized through the development process. The Plan recommends the creation of an open space fund to receive developer contributions that may be used to acquire parkland that is not obtainable through the development process.

## **Green Infrastructure**

Streams adjacent to the planning area, Backlick and Holmes Run, are amenities to the planning area and should be restored. The Plan recommends a feasibility study, in cooperation with the US Army Corps of

Engineers restoration study currently underway, to examine the feasibility of realigning Backlick Run to mitigate issues of flooding and the provision of additional stormwater management benefits.

staff to develop an Implementation Plan, prioritize recommendations, implement recommendations, and report to City Council annually.

## Affordable and Workforce Housing

The Plan recommends a phased approach to contributions from developers for affordable and workforce housing. During the catalyst phase, the City would apply the voluntary affordable housing formula set forth in the Final Report of the Developer Housing Contribution Policy Work Group that was accepted by City Council in June 2005. In later phases, the developer contribution, when appropriate, would increase and may include cash contributions, preservation of existing units, or construction of new on- or off-site units at the City's option.

## Economic Development and Small Business

To facilitate economic vitality and desired redevelopment, the Plan recommends consideration of applying the administrative special use permit (Admin SUP) process to review land uses that have little or no impact on nearby residential areas and that will help enhance existing business areas. The Plan also recommends consideration of permitting specific SUP uses identified in a development plan to be pre-approved through the development process and thereafter would not be required to go through a separate SUP approval process.

When an existing retail center is to be redeveloped, this plan recommends that a portion of the retail space in the new development be reserved for displaced retailers.

## Implementation Advisory Group

The Plan recommends establishing a Landmark/Van Dorn Plan Implementation Advisory Group (IAG) comprised of area residents, local business owners, landowners, and other committed community members who have been active in the planning effort to oversee implementation of the Plan. This IAG will work with City

